

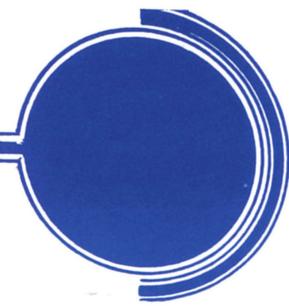
NEWS
FOR THE
COIN OPERATED
ENTERTAINMENT
INDUSTRY

December 1984

CANADIAN
Coin Box
MAGAZINE



Nintendo 3 easy conversion systems



New-Way Sales Company

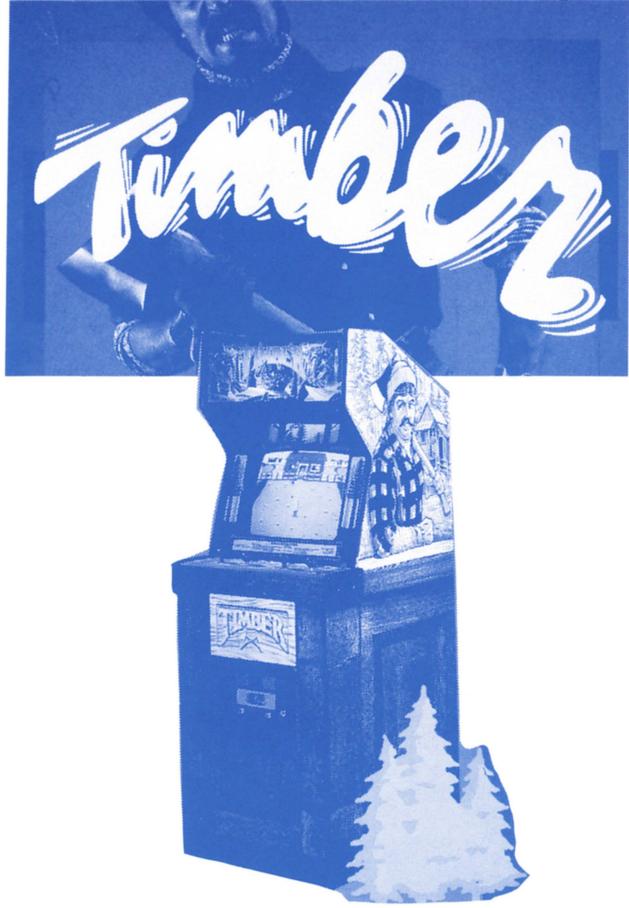
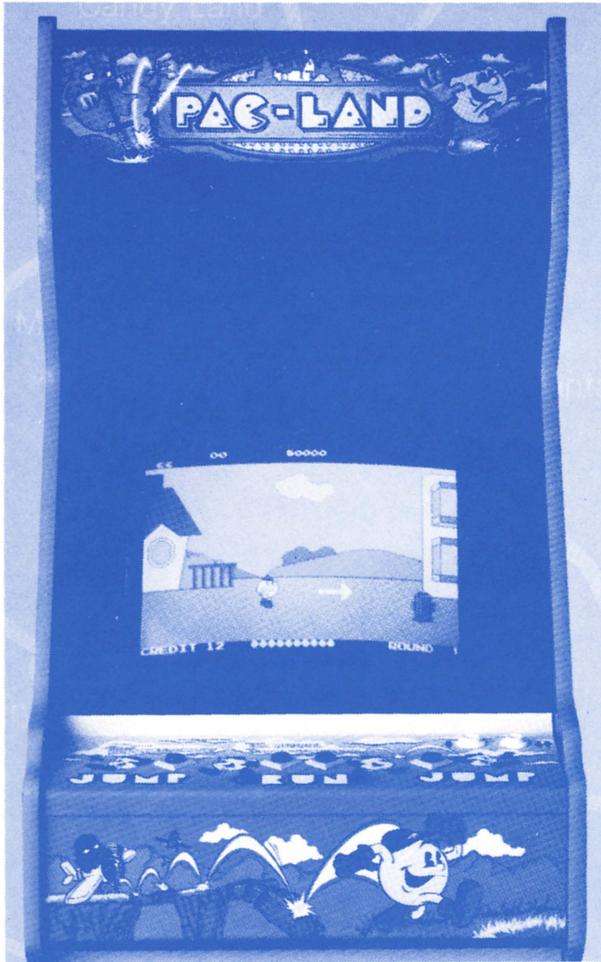
a Janda Company

Direct Factory Distributors for Coin Operated Games and Phonographs

2050 Kipling Avenue, P.O. Box 5000, Station "A", Rexdale, Ontario M9W 5L6

All Phone: (416) Pin Ball (746-2255)

Division of Janda Products Canada Limited



Also Available:

Spy Hunger - Pinball
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COMING SOON!
Fireball Classic - Pin

Call now for the latest in equipment!

New-Way Sales Company A Janda Company

Direct factory distributors representing all the major manufacturers

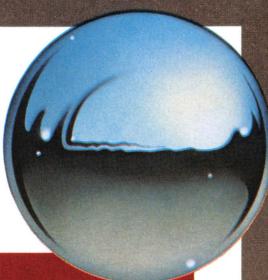
2050 Kipling Ave., P.O. Box 5000 Stn A, Rexdale, Ont. M9W 5L6, Telephone: (416) PIN-BALL

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2-in-1

TWICE THE FUN.



VS. GOLF From tee to green, VS. GOLF is an 18-hole round of strategy for beginners and pros alike.

With 36 available holes to play, the system randomly generates a new 18-hole course for every game.

A player can take on the course or challenge another opponent to a round of stroke or match play.

Just as in a real game of golf, the constantly changing speed and direction of the wind, plus the angle of the green itself, influence the outcome of every shot. Players choose their clubs accordingly —selecting from woods, irons, a pitching wedge, sand wedge or putter.

Using a push-button control, they also regulate their swing and determine the impact point, direction and distance of the ball.

Action on the course is viewed from both a close-up detail of the player as well as from a perspective of the hole itself.

For a more realistic and challenging round of golf, you'd have to hit the fairways yourself.



UPRIGHT Weight: 375 lb.
Dimension: 45 1/4" (W) x 33 1/2" (D) x 67 1/2" (H)

VS. PINBALL There are enough bells, whistles and keep-the-ball-moving moments in VS. PINBALL to satisfy even pinball wizards.

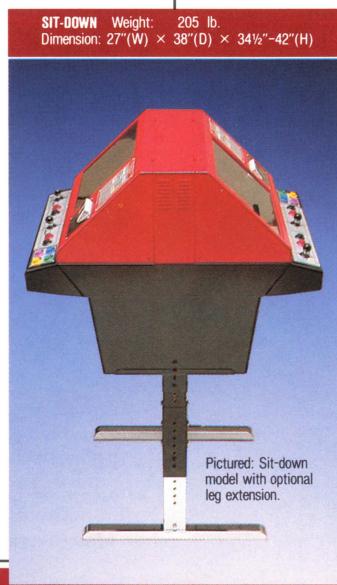
Players can play solo or compete against an opponent for the high score. The action is fast with players operating the left and right flippers with push-button controls.

Players rack up points off the bumpers as the ball ricochets its way from the "upper" to "lower" screens of the video pinball playfield.

There's even an exciting bonus screen that lets players earn extra points by keeping little Mario in action so he can catch the maiden when she falls.

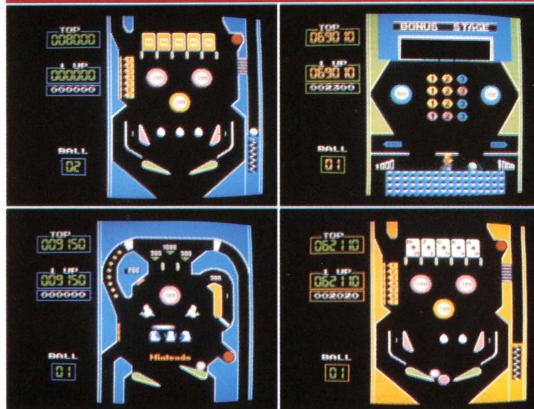
VS. PINBALL is a razzle-dazzle game of fun that is sure to keep your customers playing and your VS. SYSTEM paying.

VS. GOLF/VS. PINBALL, part of the VS. SYSTEM
—Games that never stop earning.



SIT-DOWN Weight: 205 lb.
Dimension: 27" (W) x 38" (D) x 34 1/2"-42" (H)

Players rack up points on VS. PINBALL's fast-action upper and lower video screen playfields and bonus stage.



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Nintendo®

**MARCH 1-3
1985**

**EXPOCENTER
DOWNTOWN CHICAGO**



**AMUSEMENT
SHOWCASE
INTERNATIONAL**

**Canadian
COIN BOX
Magazine**

**PUBLISHED
MONTHLY
SINCE
1946**

**P.O. Box 187
833 - 2nd Ave. E.
Owen Sound, Ontario
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EDITORS
MARION WALKER
BILL WATERTON
BOB WALKER JR.

CIRCULATION
MARJORIE ALLEN

PRODUCTION
HELEN CHARLTON
JO-ANNE FRASER
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Galaga 3™

Position your 8-way joystick and man your firing button, Galaga is back and more lethal than ever. Bally Midway is proud to present an all new and exciting conversion kit... Galaga 3. With all the fast action and excitement of the original Galaga, this all new sequel packs in much much more. This universal kit comes complete with everything you need to convert almost any game. The kit includes cut to fit artwork, hardware, software, full instructions, pin-out information, and an edge card connector.



Bally MIDWAY™

M051-00125-0070
Printed in U.S.A.

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ASI '85 COIN-OP COLLEGE EDUCATIONAL SESSIONS

Make the most of your visit to ASI '85 by attending the following Coin-Op College Educational Sessions. To register, complete the special Seminar Registration Coupon contained in this brochure.

"WINNING IN THE '80'S": GENERAL SESSION

Saturday, March 2, 1985

8:30 am-9:30 am

**Holiday Inn Mart Plaza, Sauganash A & B, 14th Floor
ADMISSION FREE—NO SEMINAR TICKET REQUIRED**

Explore sales motivation theories and techniques critical to "winning in the '80's" with a leading industry spokesman.

1. ASK THE EXPERTS—Firing Line: A panel of coin-op manufacturers and distributors will be on hand to answer any and all questions from attendees. (FREE ADMISSION)

2. BUYING NEW EQUIPMENT TO DIVERSIFY YOUR AMUSEMENT MACHINE INVENTORY: To make intelligent buying decisions into today's market, each owner/operator must be completely familiar with the vast array of factors. This session establishes a buyers checklist to ensure a sound long-term investment of his diversified new equipment purchases.

3. HOW TO OBTAIN BANK FINANCING: Through proper preparation and establishing local banking relationships, an operator can enhance his chance of obtaining financing, and expedite receipt of funds needed. This session covers information the applicant needs to know and the facts he must consider, and the method of presentation in the successful approach to bank financing.

4. KITS IN TODAY'S WORLD: Conversion kits have established their foothold in the amusement business and can increase return on investments, but they are not without their drawbacks. This session will explore the advantages and disadvantages of kits, which will enable the operator to make informed decisions regarding their usefulness.

5. GAME ROOMS OF THE 80's: The place of the game room in the current market is discussed with emphasis placed on maximizing its potential for profit by staying on top of tomorrow's trends.

6. ANALYZING ARCADE AND STREET LOCATIONS: How to recognize and obtain a successful location that makes that winning sight your own location is the subject of this seminar, which will show you how to evaluate locations in terms of developing proper return on investment, and how to evaluate every machine in terms of profit rather than revenue. A discussion on how to calculate what revenues are needed for a new location before equipment is purchased will be included in this session.

7. EFFECTIVE STRENGTH THROUGH STATE ASSOCIATIONS: Collective efforts through associations is the only true formula for industry success in facing any problem. A state association executive in the coin-operated amusement industry will lead a discussion of how to get organized if you are not already, and once organized, how to establish your effective membership program and services.

8. PROTECTING YOUR INVESTMENTS: Insurance claims and business losses can be reduced by proper planning of property security, both on location and in your warehouse. This seminar will outline those simple, yet overlooked steps of how to ensure added security for your corporate property which is the basis for our investment returns.

9. DEPRECIATION AS A RETURN ON INVESTMENT: Depreciation is often overlooked as a tax deduction which will increase your return on investment. This seminar is to assure that your business isn't paying over and above its fair share of taxes.

10. LOCATION CONTRACTS—WHY AND HOW: This discussion will include the business reasons of why and the legal elements of how to protect your hard earned location.

11. THE ROLE OF THE DISTRIBUTOR: All facets of the relationship between the distributor and the operator will be examined in this seminar, which underscores the importance of a strong alliance between the two.

12. SERVICING THE CONVENTIONAL VIDEO GAME: Simple procedures relating to the trouble-shooting and repair can save money and avoid machine down-time. This session will offer a variety of short cut secrets to quick and efficient repairs.

13. TOURNAMENTS AND LEAGUES AS TRAFFIC BUILDERS: Tournaments and leagues can be effective in increasing your overall location traffic. This session will discuss when and where tournaments and leagues may be effective and how to organize one for your location.

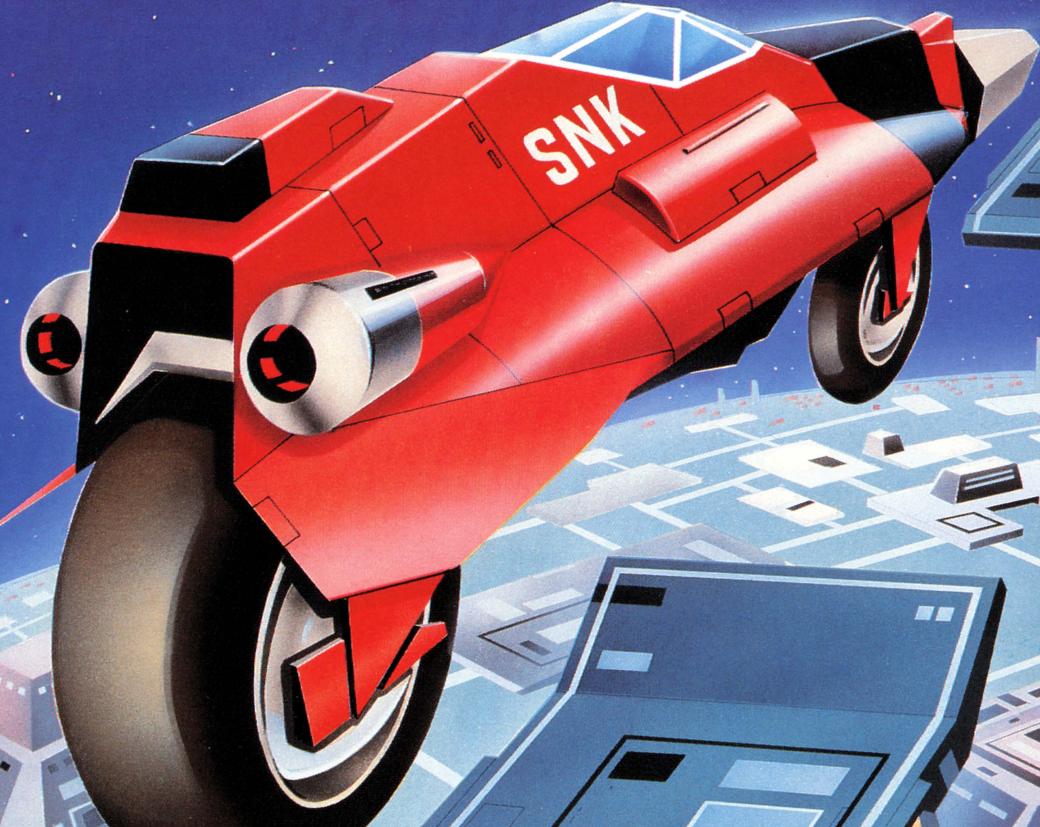
14. TOP LOCATIONS EQUAL TOP PROFITS: Finding, getting, and keeping the best locations are crucial to success, and this session will explore proven methods for achieving goals. This session will offer advice on the best way to make a professional presentation to gain a location and then how to retain control.

15. PRIVATE PAY PHONES—IS THERE A MARKET? This discussion will review the possible opportunities of private-pay-telephones for the operator in today's market.

16. COMPUTERS AND INCREASED PROFITS: How to determine if automation fits your operation and its potential to increase your profits with available software for small businesses which can streamline your present operation while cutting expenses.

17. MAXIMIZING EMPLOYEE PRODUCTIVITY: There are a number of techniques which any business person can use to increase staff efficiency and this session will identify those methods which have consistently been shown to be most effective.

MAD CRASHER



POWER ALLEY!



RAMP TO RAMP
JUMPS!



TERMINATE
ENEMY CYCLES!

SNK Electronics Corporation

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SNK
QUALITY CONVERSION KITS

2nd Annual Amusement Showcase International

- More than 100 exhibitors
- More than 5,000 attendees
- More than 30 hours of educational sessions

ASI '85 has established itself as the spring marketplace for the total coin-operated amusement industry. Now in its second year, the Amusement Showcase International will feature the latest in coin-operated products and technology, and offer a full array of related activities designed to provide an intensive program for the total coin-operated amusement industry.

You will not want to miss this unique opportunity to interface with leading industry executives about the latest product developments and marketing trends. ASI '85 will set the stage for the coming year, and promises to be the most spectacular showing of coin-operated amusement products ever!

ExpoCenter/Downtown Chicago provides an ideal setting for the wide array of products on display. The adjacent Holiday Inn Mart Plaza features the more than 30 hours of educational sessions designed to bring you up to date on issues that will affect the industry for the coming year. The Chicago Downtown Marriott has been selected as the ASI '85 Official Headquarters Hotel, site of the Amusement Game Charitable Foundation Reception and Awards Dinner, and also offers a wide variety of luxurious rooms and suites for your entertaining pleasure.

ASI '85 is more than just a trade show—it's the total industry event that you will not want to miss! We have created an emporium for the coin-operated amusement industry from the exhibits to the seminar sessions,

from the hotel accommodations to the travel arrangements and the special entertainment features that have been planned.

A new horizon awaits YOU at the 1985 AMUSEMENT SHOWCASE INTERNATIONAL. We'll be there...won't you?

ASI Schedule of Events

FOR YOUR CONVENIENCE, ASI REGISTRATION WILL BE OPEN THURSDAY, FEBRUARY 28, FROM 12:00 NOON TIL 5:00 PM.

Day 1 Friday, March 1

| | | |
|-------------|-------------|--|
| 8:00 am | - 4:00 pm | ASI Registration Open |
| 8:30 am | -12:00 Noon | ASI Coin-Op College Educational Sessions |
| 10:00 am | -12:00 Noon | Exhibits Open DISTRIBUTORS ONLY |
| 12:00 Noon- | 5:00 pm | Exhibits Open General Admission |

Day 2 Saturday, March 2

| | | |
|-------------|-------------|--|
| 8:00 am | - 4:00 pm | ASI Registration Open |
| 8:30 am | -12:00 Noon | ASI Coin-Op College Educational Sessions |
| 10:00 am | -12:00 Noon | Exhibits Open DISTRIBUTORS ONLY |
| 12:00 Noon- | 5:00 pm | Exhibits Open General Admission |

Day 3 Sunday, March 3

| | | |
|---------|-----------|------------------------------------|
| 8:00 am | - 3:00 pm | ASI Registration Open |
| 9:00 am | - 4:00 pm | Exhibits Open General Admission |

18. PLANNING FOR PROFITS: Prior planning produces possible profits and this session will show specific examples of the planning process along with complete instructions for implementation in your business environment.

19. VIDEO MONITOR REPAIRS: The service of the video game monitor should not be a mystery. This session will cover operation, troubleshooting, and repair for the "raster scan" and XY monitors. The session is geared to those with some background in electronics.

20. JUKEBOXES TODAY AND WHAT THEY MEAN TO OPERATORS: The growing market for phonographs require greater insight in review of the phonograph market and an effort to fully develop the new market as phonographs continue to regain their popularity. Jukeboxes offer great profit potential if they are properly programmed with music selected with the location in mind. This session will offer insights into the factors considered for music selection for both location and increased traffic.

21. DEALING WITH LAW MAKERS AND REGULATIONS: Local ordinances are not the sole concern of amusement machine operators. This session looks at participation

and political process and reviews those regulatory and statutory requirements passed into law during the recent year about which operators should be aware in their business conduct.

22. THE ART OF TRAFFIC BUILDING IN YOUR LOCATIONS: There are a number of sure-fire methods for building traffic in your locations and this session will feature a discussion of some of the more successful programs.

23. SERVICING NON-VIDEO AMUSEMENT MACHINES (including pinballs, pool tables, guns, electro-mechanicals, shuffles, etc.): With the diversity of amusement machines exploding following the video boom, this session will update the seasoned technician, and introduce the new technician to the full array of amusement machines on location. A general "fix-it" session for anything other than a video game.

24. MANAGING YOUR RECEIVABLES: This session will provide you with the technical know-how to collect your outstanding receivables and convert that asset into cash flow. You will also learn how to prevent receivables from becoming uncollectables.

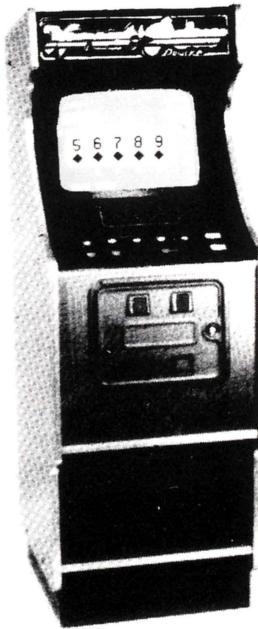
Now available in America!

Noraut Prestige

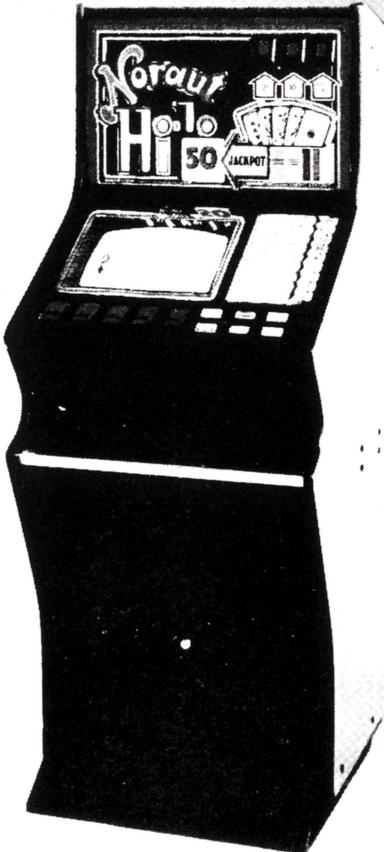
Europe's amazingly successful Poker Game.

A "Full House" of game features to excite and test every skill level.

Four models —
styled and built to meet
every location's requirements.
Colorful Cabinet Styling and
Easy To Read Video Graphics.
Together with State Of The Art
Guarantees, Higher Profits.



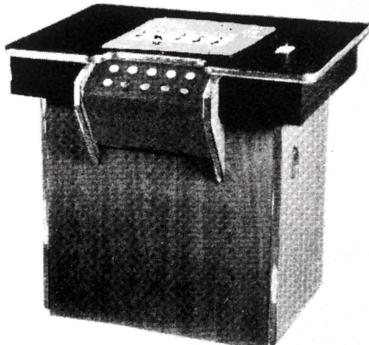
FREE-STANDING UNIT
Height 61" Depth 24" Width 24"



CASINO UPRIGHT
Height 64½" Depth 25" Width 27"



COUNTERTOP
Height 16" Depth 19" Width 18½"
*Without lazy susan 15"



COCKTAIL TABLE
Height 29½" Depth 23½" Width 31"

Imported by: **Arjay Export Co., Inc.,**
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Fast, action-packed fun that holds player's interest longer.

ANOTHER SUPER COUNTERTOP FROM BONANZA

MR. COMPUTER™



FIRST AMUSEMENT POKER GAME THAT PITS THE PLAYER AGAINST COMPUTER (DEALAR), ALLOWING FOR RAISES, BLUFFING AND DISCARDING JUST LIKE PLAYING WITH ACTUAL CARDS.

14" COLOR MONITOR, STRONG METAL CABINET WITH SWIVEL BASE.

PURE AMUSEMENT, NO CREDIT, NO KNOCK-OFF.

MODEL:BE-80000/MRC

H 480m/m

W 415m/m

D 480m/m

Wt. 35kgs

mini-Boy7™

Seven machines?

No, it's seven super games in one machine.

7-STUD POKER



MODEL:BE-7000/MRC

H 480m/m

W 415m/m

D 480m/m

Wt. 35kgs

 BONANZA ENTERPRISES, LTD.®

Super mini-Boy

®
TM

It's a countertop!

It's a four-in-one!

It's our Super Mini-Boy!

DRAW POKER BLACK JACK HI-LO SLOT

Four choices of the hottest games plus Double Up.

Inter-switchable between CREDIT and NON-CREDIT type operations.



SUPER MINI-BOY
4 GAMES+DOUBLE UP
Model: BE-4000/SMB

H.366^m/_m × D.392^m/_m × W.286^m/_m
Wt.27.5kgs



**MINI-BOY
GOLDEN POKER
DOUBLE UP**
Model: CP-5000/MB
AVAILABLE AS USUAL.

H.366^m/_m × D.392^m/_m × W.286^m/_m
Wt.27.5kgs

BONANZA ENTERPRISES, LTD.®

When Buying A Pool Table . . .

Location Is Safer Buying

From Local Operator Or Distributor!

Locations buying their own pool tables is a problem to the coin-op industry. It is the piece of equipment most often purchased by locations — and that's a problem to them as well. But The Location Owner should consider the following points about the purchase:

1. If owning your own equipment were a great idea, every location owner in the country would own his own equipment. This hasn't happened, if you will notice, because the experienced location owner knows he makes more money in the long run with an operator.

Fly-By-Night Salesmen

2. The contract you sign with a fast-talking, fly-by-night salesman is oftentimes sold immediately to a finance company who is under no legal obligation to keep any promises made to you by the salesman about the table. The salesman has his money. Since you are promised service at no charge, can you think of any reason why, when you are having trouble with your machines on a busy weekend night, that a serviceman would drive 100 to 150 miles round trip to repair the machine? Or why he would ever fix your machine for free?

Watch Contract Interest Rates

3. Contracts have been found which do not comply with the truth-in-lending laws. The reason is that the interest charges are much higher than they appear to be in the contract. A seller who gets a kickback of 4 or 5 percent of the interest charge does not want you to see the real interest rates. The higher the interest he can charge you, the more

easy money he makes; that is why the interest rate is hidden. The fine print in these contracts often stipulates that in case of non-payment, the finance company can attach your property or bank account if it feels the equipment is not worth the balance owed. If you are buying, carefully read the terms of the contract.

4. Exorbitant prices with markups of 300 and 400 percent are common. In some cases, the equipment sold is imports of low quality and has parts and supplies that are hard to obtain. Depreciation of the equipment is very rapid. Often you can owe much more than the equipment is worth. They may tell you that owning your own equipment will add to the value of the location. But a knowledgeable location buyer knows that non-operator equipment is a detriment to his business and he does not want the equipment you have paid for so dearly.

5. In most cases, your operator has done business with you for 5, 10 or even 20 years and is a local businessman. Who should you believe — the man you have found trustworthy and reliable and have known for a long period of time, or the man you have seen two or three times and is selling a promise of "pie in the sky"? Contact your local Better Business Bureau or Chamber of Commerce for a report on the people who are selling. If the BBB or the Chamber doesn't know them — you probably shouldn't, either.

6. One of the favorite ploys of the high pressure salesman is to tell the prospect **not to call his operator** in advance about removing his equipment. The salesman says this will prevent the operator from removing his equipment before the new equipment can be installed. Actually, the reason is that the salesman is afraid that if he allows the location owner to call his operator before the new machines are installed, the operator will tell the location owner the truth about the equipment he is buying and that will stop the sale.

If your operator has been square with you — what can it hurt to consult him? It might save a hurt — in your pocketbook.

7. If you are convinced about buying your own machines; you owe yourself a talk with your operator. He can refer you to hometown people who have been taken in by this sales pitch. Talk to them and judge for yourself.

8. **Get a written guarantee from the seller for service and parts.**

By Music Operators of Michigan.

A knowledgeable location buyer knows non-operator equipment is a detriment to his business.

Selection is the name of the game!

GEI gives you more than you expect.

Our ever-increasing selection of new games gives you a multiple game capability unrivaled by other manufacturers. Select from these proven money makers: Video Draw Poker, with a Hi-Lo feature; Casino Slots; Black Jack; Beat-the-Spread and Rolling Bones, our newest craps game. Action packed, fast paced games with color graphics that make each and every game come alive on the screen.

Selection is the name of the game and Greyhound gives you more than you expect. Call or write us today. GEI...video amusement games for fun and entertainment only.



GEI

Greyhound Electronics, Inc.

Route 37 & Germania Station Road., Toms River, N.J. 08753
Tel: **800-222-0491** NATIONWIDE or in New Jersey call 201-341-5200
For your Canadian distributor call 201-341-5200

Obituary

Ralph C. Lally Publisher & Editor of "Playmeter" Magazine Dec. 5, 1946 - Dec. 11, 1984

On Tuesday, December 11th, American Music, Games and Amusement Operators lost the best advocate they have ever had. He was Ralph C. Lally, Editor and Publisher of the first magazine devoted wholly to that industry. Mr. Lally, as a passenger in an automobile, was killed in his native New Orleans when control of the car was lost and it hit a pole at the side of the street on which it had been travelling. Ralph was born just after the end of World War Two in 1946 which makes his age at time of demise a young thirty-eight.

Born in New Orleans, Mr. Lally attended the Southwestern University at Lafayette, Louisiana, graduating in Business Administration. He worked as a salesman for a New Orleans operating firm, the Tac Amusement Company. That experience set his future firmly in the industry and he never forgot his experiences in the operating side of it.

Just ten years ago in December of 1974, he started "Playmeter" Magazine producing its first issue to cover that month. Over the decade, it expanded and grew going bi-monthly a couple of years back. Five years after the beginnings of "Playmeter" he and his magazine sponsored the first International American Music, Games and Amusements Trade Show to cater specifically to the needs of people who operated those types of coin-operated equipment. A course of valuable seminars was instituted and the O.A.E. Show as it became known, grew to attract over eight thousand people.

Four years ago Ralph Lally was the subject of a successful kidney transplant the donor being his mother. As a result, he has always been supportive of research programs to help people afflicted as he was. He was an active member of the American Kidney Foundation. He married his high school sweetheart, Carol, and she and their two children, fourteen year old Carol and eight year old Leslie survive him. Mr. Lally was a keen golfer as well as a guitar player. He was of the Catholic faith and a member of the Knights of Columbus.

In 1983 "Playmeter" was listed in the authoritative "Forbes Magazine" as one of the up and coming companies in U.S. Publishing.

A mass was held for Mr. Lally and he was buried in Forest Lawn Cemetery in New Orleans. He was a man of high integrity and will be sorely missed by all who knew him, and well remembered as a man who really cared for his industry and worked hard in what he saw as the very best interests of the basis of the Music, Games and Amusements Industry — its Operators.

Condolances go out to his wife and daughters and to the sorrowing staff of Playmeter.

**Greyhound
Introduces**

Video Trivia

1000's of Questions
Variety of Categories

??

? Easy to
change questions

"Just Pop 
in a chip"

It's
all
NEW

ANOTHER
INNOVATIVE
GAME from
Greyhound
Electronics.



Stimulate 'New' Interest for 1985

INTERESTED?

Call Your Local Distributor or

Greyhound Electronics Inc. NOW!!!

Telephone Toll Free 1-800-222-0491 in New Jersey 201-341-5200

Greyhound Intros new "Trivia" Game

Because our industry is going back to basics, **Greyhound Electronics, Inc.** has developed and is manufacturing their newest "Video Trivia" game. What could be more basic and exciting than a good trivia game for producing good revenues? Operators need games at a very reasonable cost that will produce these good revenues. "They also need games that can be changed or updated at minimal cost, and Greyhound games fit this market," said Mr. Ricci.

"The video game market must change constantly in order to survive the rapid changes in the market place and Greyhound Electronics has done this. In the past year, our company has introduced many new ideas and concepts in the video games field".

In the year 1984, we have introduced the following exciting games - Super Bowl, Pull Tab Bingo, Horse Race, Dog Race, and now Video Trivia.

Our "multi-game concept" (variety of games in one cabinet) was new to the industry and stimulated revenues to all operators. Conversion kits are an important aspect in changing or updating games at a very low cost. Every "game concept" that we incorporate in manufacturing has you in mind...If you prosper, we prosper!"

In an effort to expand to markets beyond the video game market, Greyhound Electronics, Inc. has established the **Greyhound-Vision Division**. The Greyhound-Vision Division is responsible for the development and marketing of a series of information display, communications, and marketing products.

The Division's initial offering is the **Greyhound-Vision Video Sign System**. This information display system utilizes the state of the art graphic and color capabilities Greyhound is known for in a format that allows complete flexibility of message content.

It is designed to have high impact with any business, industry or public organization that has a walk-in trade, a waiting area, or wishes to relay a message 24 hours a day, seven days a week. The system allows you to create, edit, or display a series of messages using the detachable keyboard. No computer knowledge is required!

The system includes 8 color choices, 5 different letter sizes, with moving or solid frames. Messages can appear instantaneously, scan on to the screen, or spell on at individually selected speeds. Messages can also include speech phrases.

The display can be triggered by the presence of a person, if so desired. Finally, the modem option allows for central control of a number of units in different locations with simple telephone connectors.

Although the Greyhound-Vision Video Sign System has only been available for a few months, it is already in place in a number of major banks, government agencies, hotels, universities, supermarkets and trade shows. The future looks very promising for this newest member of the **Greyhound Electronics family**!

Greyhound Electronics, Inc. is looking ahead, not only for 1985, but for the future.

NEW Video Trivia

1000's of QUESTIONS

Variety of Categories

EASY to CHANGE QUESTIONS

"JUST POP IN a CHIP"

Interested?

Call Your Local Distributor or

Greyhound Electronics Inc.

Telephone Toll Free 800-222-0491 in N.J. 201-341-5200

The Western Canadian Scene . . . Shake Out Continues . . .

Established Operators Doing Well — Plenty Of Players

Whilst in British Columbia during the second half of November, 1984 a staff member of this magazine had the opportunity of taking a first hand look at a part of the Music, Games and Amusements Industry, and also discussed the industry's state in Alberta and Saskatchewan with people who also did business there.

In this far western part of Canada there has been little of the industrial recovery which has taken place recently in Ontario and Quebec where the automobile and associated industries have indeed recovered and have been running up exceptional profits over the past year and longer.

Nor are Alberta and B.C. as stable as the Maritime Provinces or Manitoba or Saskatchewan. This is because they enjoyed a tremendous "Superboom", geared their activities to the false premise that it would go on forever and then expressed dismay when it went flat.

From observations in B.C. it was difficult to believe that the economic condition was anything but excellent. Shops were heavily stocked with all manner of everyday and luxury goods, people were well dressed, there were no appreciable number of hangabouts and out-of-work people, new cars were everywhere and night spots were well

patronized. Although there is a lot of labour trouble and complaints there are no visible signs of a depression. Fortunately this state of affairs is readily apparent in the operating sector of the industry where, generally speaking — business is good and getting better!

The good and encouraging news out of the West is, there are still plenty of people who play video games and want to play them . . . The fact that kids, young people and their elders still like games bodes extremely well which is ideal for the future of the industry.

As yet, the shakeout in B.C. and Alberta is not complete and business failures within the industry are still going on and will do for some time yet. As in most other places the well established and well run Distributing and Operating firms are doing well, but the former have in many cases had to cut back heavily in staff and projects for expanded plant. Those who came late into the video boom for a quick return are now already out or, getting out rapidly. First to go were more marginal distributors and jobbers followed by Operators. Some of the former still exist in the two Western Provinces, numbers of the latter still do, but they are desperately trying to sell out to better placed Operators or otherwise

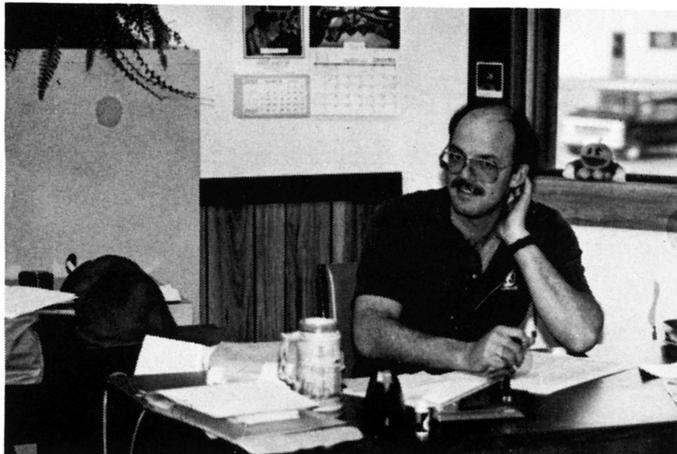


This Arcade is different!!!

It is a young people's "CLUB" ...

with TV Rock Video Screens and vended food...

Where the kids all meeting for entertainment!!



dispose of their businesses. This accounts for the good business enjoyed by more stable Operators.

This desaturation of locations means fewer places for kids and others to go, so they patronize those remaining in greater numbers. Arcades were seen to be doing well . . . as were bar locations. One of the big surprises was the vast increase in numbers of locations and machines over those observed during a trip West in April, 1982 . . . Video games now seem to be just about everywhere one looks. And, it would appear that though there will undoubtedly be fewer operators around they will be bigger Operators having more equipment out in more locations than they formerly had.

A successful veteran in this industry is **Monty Davis, Proprietor and Operator of G.M.D. Amusements** headquartered in Vernon, British Columbia who was interviewed. This Okanagan Valley City has a population of some twenty-three thousand people expanded during the long hot summer season by large numbers of tourists and military personnel attending summer camp on the Southern Outskirts of the City. G.M.D. Amusements operates some 700 coin-operated pieces of equipment in South Central British Columbia . . . About 10% of these are vending machines, the remainder consisting of Music, Games and Amusements pieces. Monty runs a very versatile and flexible company which uses a dozen vehicles, employs a similar number of people and uses venders in conjunction with games. Mr. Davis is very satisfied with the state of his 9 year old business . . . He finds business in the latter part of 1984 good and in fact improved over a year ago, and getting better!

G.M.D.'s approach to operating was exemplified by the unusual Arcade sited in a corner of the company's headquarters building opening on to the main highway passing through the centre of Vernon. This is an exceptionally good spot because across the road not far away is a large school and the summer Cadet Camps are also close to hand . . . and this plays right into the hands of what is admitted to be a "Kid" business. However, location alone, though it undoubtedly helps this Arcade, does not account for its ex-

ceptional popularity and success . . . That success is due to what's in the Games Room and how it's presented.

What Mr. Davis and his staff have given the kids is not merely a rather cold, sterile collection of coin-operated games, but a "club" offering a variety of entertainment to make it a very congenial "hang out". Curiously enough this "very different" Arcade embraces items and ideas which many Operators believe to be not in their best interests to incorporate into their Arcades. Examples are — food and soft drinks and (MTV) rock video T.V. Mr. Davis had turned T.V. and Vending Machines to his advantage though most Ops decry them as being sources of problems and competition respectively. It is probably the most unique Arcade in this country because it is far more than just an arcade!

Monty Davis's major Arcade in his Vernon headquarters is called "**Ye Old Fridays**" and this plus "house" rules is proclaimed upon the sign hanging over the corner door of entry. The exterior of the two-story building fronting onto the main North-South Road is decorated in Elizabethan English style (White plaster and dark wood beams) . . . The hanging sign is inscribed with "Old English" characters.

Inside, the large, 3,000 square feet "Old Friday's" carries on the Olde English theme and resembles the interior of many an old English Inn or Public House. The rectangular room, about twice the size of the average street or Mall Arcade is well proportioned so that it is cosy and in no way barn-like nor warehouse like. It is dark, but not too dark, and it holds a great variety and number of pieces of coin operated equipment plus other features.

At two corners, of the cosy atmosphere up high are situated two T.V. screens together with speakers . . . These are tuned to rock channels so that patrons of the Arcade get continuous free entertainment whilst they await the game they wish to play to become free, or whilst they partake of full line snacks and soft drinks available from vending machines. The vending machines are sited in the North corner of the room separated by a partial railing and there is a table and chairs for a small number of people.

There are the usual large number of videos together with a growing proportion of pinball games . . . as well as other pieces, **Chexx Hockey, Valley Pool Tables** Fussball and of course lasers including the latest games. All these contribute to the club atmosphere, and as seen after school hours on a Friday afternoon the "joint" was really jumping with children and teenagers, to a degree only usually seen at busy summertime Beach Arcades. This can best be attributed to the very apparent fact that Mr. Davis has given the children and young people of Vernon, B.C. what they want — a most pleasurable place to "hang out" and meet "the gang".

Not only does "Ye Old Fridays" give young people what they like in a congenial atmosphere but it's also in a very handy spot . . . If ever a location can make or break a business, this is an excellent example . . . That is because it is convenient to places from whence it draws the majority of its customers, children and teenagers. There is a large

school only half a block away, and just down the road is an army camp which is inhabited over the summer by some three thousand cadets on summer courses, giving this Arcade a year round reservoir of customers for its undeniable attractions.

Very strictly enforced rules have ensured that there have been no hassles with school, religious or city authorities . . . That underscores the importance of siting of Arcades where likely customers are close to hand.

But there is more to getting the best out of a coin machine operation than merely putting it in the right spot. Monty Davis has given this serious attention with the ambience and variety he gives his young customers. He "fine tunes" this location to his customers, who comprise of adults, teenagers and children. For instance many children are bussed into the school from longish distances and they begin to arrive as early as 7:30 A.M. long before their classes begin. Mr. Davis opens his Arcade at 7:30 and so does a substantial amount of business for an hour or so after this early hour when most Arcades aren't open and have no real reason to be.

When school gets out in the afternoon, the Arcade is full and busy with children, who give way to teenagers during the late afternoon and evening. Children or teenagers fill the place during weekends and holidays.

This great location is patronized by many many young and teenage girls, and they are particularly partial to playing pool as well as the so-called "Cutesy" or less macho videos, and of course, they like pins, hockey and fussball.

Shootem-up and War Games as well as Space theme games go over well with the boys. "Just about any shooting game or war motif game featuring cannons, rockets, jeeps, tanks, helicopters or aeroplanes will attract the army cadets who are there in large numbers during summers" says Mr. Davis. Thus, when summer and cadet time rolls around "Ye Old Fridays" has plenty of war and war equipment games specifically located to give customers games they enjoy playing.

Question:

Monty, do your other Arcades follow this pattern seen at **Fridays**?

Answer:

To quite a large degree insofar as they have tables and a few chairs in conjunction with full-line vending. They do carry a mix of games and Amusements tailored to the particular types of customers in their areas . . . This one in Vernon is special because of its proximity to Cadet Camps.

Question:

What about other locations? Has your company vending machines in any of them?

Answer:

Yes, we site snack venders in bars in which we have machines, including countertop card motif games which continue to do very well.

We have quite a number of Vending machines in use, together with our games and they are together in the same locations. They are made up of around sixty cigarette Vendors (**Automatic Products** — "Smokeshops") and snack venders (**Rowe**). If a location wants these or, pool or, Music . . . we'll put it in but only as a whole deal, the lot.

We don't share locations with other companies . . . We don't for example, put in Venders where others have games.

We don't vend hot or cold drinks either, as most locations with vending are bars. One of the reasons for this is that we don't want to make service calls, or collections, for just a Machine or two. To be efficient and economical we want the largest concentration of machines possible at each stop of our service people. That cuts cost for us and enables us to give better service.

Question:

Are you using any of these counter top videos with card and dice motifs?

Answer:

We are using a dozen of them placed in neighbourhood pubs; they are by **Greyhound and Merit**. We've just started out with them and results so far have been very good, large numbers of people do play them for fun!

Question:

Are you big in coin-operated Pool — tournaments?

Answer:

We have 80 tables out in hotels, pubs, games rooms, and other street locations. **We consider Pool as the backbone of the business.** We don't run any tournaments ourselves, but we encourage our locations to run competitive Pool.

Question:

Whose tables do you use? Don't they require frequent recovering and a lot of service? What are the economics of coin-operated Pool Tables?

Return On Investment Is What I'm After!

Answer:

All our tables come from **"Valley and "Dynamo"** and they give good results. They'll take in an average of \$135.-\$175.00 a month . . . some will do \$300.-\$400.00 but that's exceptional and others will only do \$70.-\$80.00.

Tables Last Well Over Ten Years — Paid For Many Years before!

I'm quite happy with anything over a \$100.00 because Pool tables have a long life, a ten year old table is not uncommon so you see, the money doesn't have to be all that great because there's not much invested, the table having been paid for long ago.

Our tables are recovered every six months on an average . . . Two of our fellows are sent out to do the job on locations and they can do three tables a day. Recovering costs are \$125.00-\$150.00 each table. If a location wants





a pool table I'll go out and get one and lease it, or put it in on a 50/50 basis. **Return on investment is what I'm looking for!**

Cocktail Videos Do Well In Bars

Question:

You number many bars amongst your locations. Does that indicate the use of cocktail format videos?

Answer:

We do use quite a few of cocktail videos in bars and they do very well; they don't date like uprights do and they fit into the atmosphere and decor of bars better than most uprights do.

Question:

Are you still buying new games? What service are you getting from dealers at this time?

Answer:

Yes, we are buying of new equipment, but we are very cautious about this and it has to be good. Distributors we now find are easier to deal with than they were. When the boom was on many of them got pretty independent and they didn't care too much, so their service fell off. That's now changed somewhat.

Question:

How is the Juke Box doing in Central B.C.?

Answer:

We have forty-five of them in use just the same as we had ten years ago, but our inventory, or those in store, is the lowest its been for some time. A year ago we had put a dozen out, now we've a dozen in small restaurants, and Legions, clubs, Pizza Parlours. Bars demand Juke Boxes more and more to make a bit of money, and because live entertainment has become so expensive, bars feel they can't afford it any longer. We do 50/50 deals with Pizza places reckoning to pay for the Juke Box in a year. We'll also lease Juke Boxes out for \$75 - \$100 a month. They are still good for us and four to six year old Jukes are still performing well.

Question:

Throughout, you've talked a lot about "**ROI**" or **Return on Investment**, one gather's you put great stock in it?

Return On Investment Should Be Your Judge Of Equipment

Answer:

Yes, I do consider it most important in my business: I

think it's a good principle to work on. For one thing, it enables me to assess the effectiveness of the equipment I use. You can take in quite a lot of money from a given game and yet not make money, and at the same time take in a fraction of that amount on another machine and turn a good profit on it. The key to this is what you've got in each piece of equipment and the ratio of what each brings in. If you pull in \$400 dollars a week it looks great, compared to \$150 a week on another machine. But it's not so good if you're getting the \$400 from a \$7,000 Laser disc game and the \$150. out of something in which you only have \$1,000 or which has long ago paid for itself. If you can pocket even \$50.00 a week from each of a large number of which, have say, cost you only \$750. apiece you'll make good money. That's rather the way this business used to be when I went into it and it was a good business I was in then.

Question:

Do demographics, people's ages and characteristics, and where they are play a big part in what you've just said?

Answer:

Very much so, and I'll give a couple of examples. — Kids have now come around to showing considerable interest in Pinball games because they've had such heavy exposure to Videos for years, and to that can be added home games, home computers, and T.V.

Question:

To what do you attribute your success?

Answer:

Having good locations, giving their patrons what they want and servicing them promptly and well.

Question:

One gathers you place a lot of emphasis on the location of a location?

Answer:

I do, and right here is an example. We are easily accessible throughout the year to a large number of children and teenagers who make up the majority of customers for most coin-operated games and amusements. You've got to have a large steady flow of customers who will play your games and of course you must give them games and amusements they want to play.

Question:

What are the high earning games right now?

Answer:

We're getting a lot of play out of "**Karate Champ**", "**Cobra Command**" (it'll go great with Army Cadets next summer), "**Armoured Attack**" and "**Turkey Shoot**" and **Nintendo's new VS Baseball** are excellent.

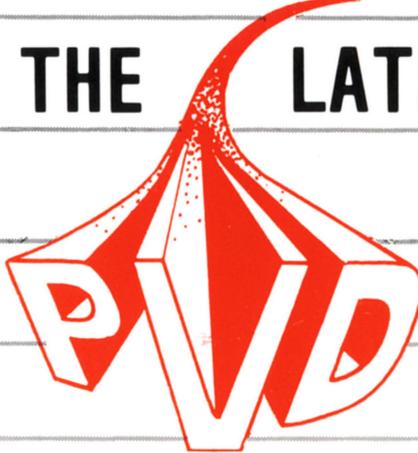
Question:

What is the business climate out here at present and how does it look for the future?

Answer:

British Columbia's economy is in bad shape... Nevertheless, business remains good for us. It's picked up somewhat and the future looks good, though there's still some shaking out to be done... I'm very happy with our present volume, and know as the economy improves, business is bound to keep on growing if we continue to give good entertainment and give our customers fun and a "club atmosphere".

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20 Advantages to Making English Mark Darts Part of Your Earnings Program for 1985, 1986, 1987 . . .

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- 9. English Mark Darts International Association providing benefits for Operators and Players everywhere.
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- 11. National and regional English Mark Darts promotions with the help of Operators and Distributors.
- 12. Set of schematics and operator's manual provided with each English Mark Darts game.
- 13. Complete English Mark Darts parts manual included with each game.
- 14. Full color English Mark Darts accessories catalog of Arachnid issue equipment.
- 15. English Mark Darts award patches available including 6, 7, 8 and 9 Dart-Out, Hat-Trick, Three-in-a-Bed and League Championship.
- 16. Quantity discounts available on English Mark Dart games.
- 17. Trouble shooting seminars held in Rockford and/or at Distributors to help Operators with English Mark Darts Technical information.
- 18. Fast turn around on repairs sent to Arachnid with advance replacement boards available when necessary.
- 19. English Mark Darts comply with the Federal Communications Commissions Rules and Regulations Part 15, Subpart J for radiated emissions pertaining to Class A equipment.
- 20. Service bulletins with technical assistance provided by Arachnid.





English Mark Darts Doing Well In Arcades & Pubs Across Canada

Many operators, looking for steady earners that will bring a return on investment, are considering electronic darts game... while there are many leagues all over the U.S. they are just starting in Canada.

Distribution Across Canada

English Mark Darts are distributed in Canada by Ray Burrows, of Quantum Distributors of Kelowna, B.C., and in Ontario and Eastern Canada by Bill Hillier of W. J. Enterprises, Markham, Ontario.

Mr. Ray Burrows said: "When **"English Mark Darts"** was classified with the B.C. Provincial Liquor Commissions as "Other Than Video" I found it a bonus for any operator, and a plus for any location."

"As no video or game machines have to be removed from locations **"English Mark Darts"** are a snap to locate. Its' proven track record and low maintenance are only comparable to juke boxes and pool tables.

Once English Mark Darts are placed in a suitable location... they become a permanent fixture. There is no moving them around except to bring another one in, and many locations have two or three of them. Once there are English Mark Dart games across the country, I'm sure they

will take over — leagues will blossom.

New "English Mark Darts" Catalog Available

A full color accessories brochure of **"English Mark Darts"** factory issue equipment is now available from Arachnid Inc.

This catalog features the full line of English Mark Darts accessories including darts, flights, sportswear, Smart Darts™, and many other popular items.

With the constantly growing popularity of English Mark Darts, more and more locations want to offer the players a chance to purchase these high quality Arachnid products.

For copies of the all-new English Mark Darts accessories brochure, contact:

Western Canada:

Ray Burrows, Quantum Distributors Canada
Box 998, Stn. A, Kelowna, B.C.
604-763-1066

— or —

Ontario & Eastern Canada:

W. J. Hillier Enterprises
14 Denison St., Markham, Ontario L3R 1B6
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For English Mark Darts And For P-R-O-F-I-T! Across Canada

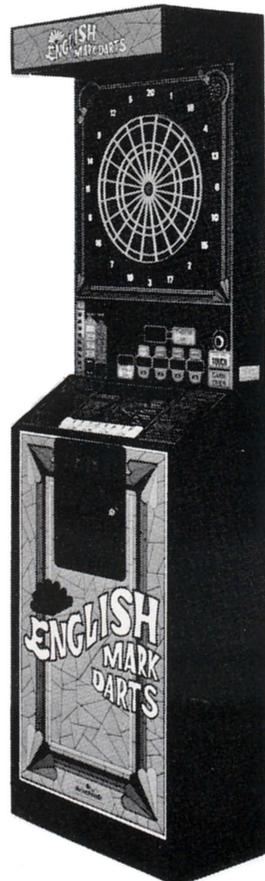


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One pound
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**Present
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**New Proposed
Canadian \$1.00 Coin**

The often asked question "Is Canada going to have a new convenient \$1.00 coin?" has come further along the road to being answered. Many of those people best placed to know are hazarding the opinion that a government decision to go for such a coin could come by mid-summer next at the latest, and the new \$1.00 piece could be in circulation by the end of 1985.

A number of things have happened in respect of coinage in Canada and elsewhere in the world during the last half of 1985. During 1984 Britain and Australia introduced high value cupro-nickel coins, other European nations having done the same previously (the Swiss have had one of \$7.00 value for quite some time), and demand for \$1.00 easily usable coins has grown in both the United States and Canada.

The United States has, of course, its copper cored, cupro-nickel clad "Susan B. Anthony" dollar but it "laid an egg" with the public, and some half a billion dollars or more of them remain unissued. Nevertheless a substantial demand for \$1.00 coins remains in the U.S. though not for the "Suzie" as it is.

Here in Canada the Royal Canadian Mint has designed a gold coloured, eleven-sided, slightly larger than a quarter, \$1.00 piece which seems to have the approval of the various bodies clamouring for its introduction. They include such bodies and organizations as the **Canadian Automatic Merchandising Association** representing the Vending Industry, Bus Companies and Civic Transportation Companies, such as Toronto's T.T.C., telephone companies using pay phones such as Bell, the Post Office, the Soft Drink Association, and the Ontario Traffic Conference and the Federation of Canadian Municipalities.

All of these industries have banded together to form the Canadian Coin and Currency Advisory Committee. Its immediate aim has been to pressure the government to approve and issue a new "small" \$1.00 Canadian coin to

replace the \$1.00 paper bill currently in use as money of that value. Discussion in some circles in respect of such a coin has been going on for nearly two decades. In 1967 at a CAMA meeting in Quebec City, the writer of this article and **Ed Fraser of Coinco** were nearly laughed out of the Chateau Frontenac for suggesting that Canadian money was beginning to rapidly lose its value and as such, coins of \$1.00, \$2.00 and even \$5.00 value should be considered if vending and pay telephones, parking meters, urban transportation systems, etc. were to remain public, "conveniences" or perhaps, convenient for the public to use would be more appropriate wording.

For the past ten years these same people have been clamouring for a dollar coin and decrying the fact that their businesses suffered from a lack of it. At the same time, many people and bodies have resisted it on several scores... That weight and bulk would pose storage, transportation and handling problems and greater costs... that its adoption would require the use of new cash registers, validating and handling equipment... and that it would be so convenient for businesses that prices would tend to start at a dollar... and as a coin, it would not have the importance to merchants and others as did the jump from coins to a bill of the same value, coins traditionally being held to be money of small worth.

Oddly enough some of the biggest opponents of a \$1.00 coin were the banks and the large chain departmental and grocery stores which would have to change their present equipment and methods to cope with a \$1.00 coin. This is a parallel to the attitude of similar types of institutions in the U.S.A. which did much to cause the downfall of the American "Suzie" one dollar piece.

Nevertheless as Canadian money has continued to lose value and buy less, the clamour for a \$1.00 coin has remained and increased. Why wouldn't it with 85¢ subway fares in Toronto with increases pending, and vended cigar-

Continued on page 24

SUPER PUNCH-OUT!!

Nintendo introduces five of the world's toughest fighters with the all new Super Punch-Out!!™

This sequel is being offered in the ever popular **Nintendo Pak** format as a conversion for **Punch-Out!!™**, the knock-out Nintendo game that has been at the top of the earnings polls since its introduction in early 1984. The Pak includes everything you need to produce a factory fresh game — new marquis, side graphics, five-way joystick, and all the necessary electronics to convert **Punch-Out!!** to new **Super Punch-Out!!** in a matte of minutes.

Super Punch-Out!! has a fresh line up gladiators from around the globe, offering players a new challenge, each with a unique fighting style:

Bear Hugger — Straight from the back woods of Canada, packing a double hammer swing that's too tough to dodge.

Dragon Chan — Unpredictable flying side kicks are this Hong Kong Champ's secret weapon.

Vodka Drunkenski — From behind the iron curtain, this iron man's uppercut is a brutal challenge.

Great Tiger — India's champ lets go with a relentless attack of lighting quick combinations.

Super Macho Man — This powerhouse bodybuilder sports a super helicopter spin that makes him America's best.

Only after beating all 5 opponents does the player win the championship belt and the coveted title of "**Champion of the World**". Adding to the excitement is a five-way joystick that now allows players to duck the lethal blows of their opponents, as well as using Dodge (left and right) and Guard (up and down) defenses.

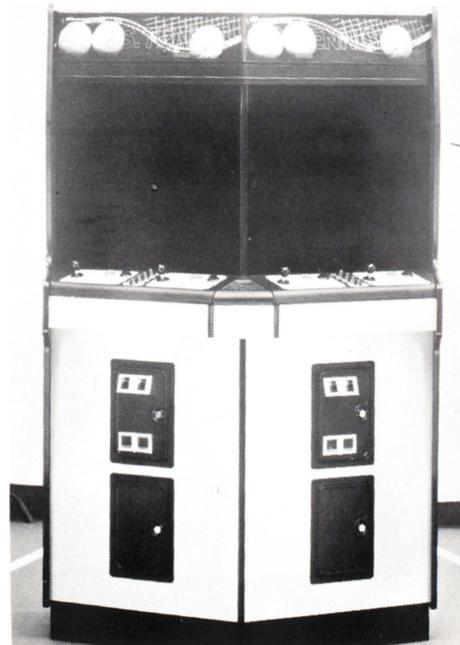
A new super scoreboard now records the 3 fastest K-O's for each fighter, thus creating a way for players of all abilities to demonstrate their skill. Once becoming champion of the world, a player must strive to maximize his hit to blow percentage, displayed on the upper screen.

— Gloves From Around The Globe
By Nintendo



Super Punch-Out!! is available in both dedicated and conversion formats. According to *Nintendo Vice President, Frank Ballouz*, "Super Punch-Out!! will be another smash hit for Nintendo, with unlimited profit power and player appeal."

Nintendo Serves Up Another Winner — VS. Tennis™



Nintendo brings the excitement of center court competition to the screen with **VS. Tennis**. Players meet their match face-to-face on interactive dual-screen monitors for the most realistic game play on the market in the first in a series of releases for the **new VS. System™**.

With multiple game selections for singles or doubles play against the computer or other players, **VS. Tennis** allows up to four people to join in the action at once — making it the game

with one dollar play!

VS. Tennis is part of the innovative VS. Systems library of interchangeable games. "With VS. Pak conversions, operators can update their VS. Systems right on location in less than 30 minutes" says **Ronald Judy, Vice President, Marketing**, "and, for a fraction of the cost."

VS. Tennis, part of the VS. System — Games that never stop earning!

VS. BASEBALL™

— A Grand Slam Hit For Nintendo®

Nintendo introduces VS. BASEBALL™, the newest release in the growing library of exciting games for the innovative VS. SYSTEM™. **VS. BASEBALL** is available in both dedicated and VS. PAK™ conversion kit formats.

VS. BASEBALL is the first video baseball game that offers simultaneous, head-to-head competition between two players or an action-packed game versus the computer. Players choose their own teams and take charge of the action at the plate and on the field. Hits, steals, home runs, double plays... it's just like real baseball!!

VS. BASEBALL's interactive dual-screen monitors let players view the action from behind the plate as well as from center field. "Given the popularity of baseball combined with the elements of competition and realistic game play, 'VS. BASEBALL' is sure to be the game of the summer season" states Ron Judy, Vice President of Marketing.

When batting, players view the game from behind home plate, and can make hits just like the majors, including: bunts, ground rule doubles and even grand slam home runs! When on base, runners can be instructed to run, steal, tag up and even run their way out of a pickle.



In the field, players view the game from behind second base and center field. With all the controls and moves of a big league pitcher, players can throw fast, slow, inside and outside to challenge the batter a swell as make pick-off moves to any base. Players can control throws by fielders to any base, and even go for double and triple plays!

Operators will enjoy the price and ease of the on-location conversion. **THE VS. BASEBALL PAK** includes everything needed to produce the

equivalent of a factory fresh game. And the whole conversion can be completed on location in less than 30 minutes.

V.S. BASEBALL is available two ways:

1) **VS BASEBALL** — with VS. SYSTEM game cabinet — Upright, Sit-down, or Stand-up (for use with all VS. PAK game software).

2) **VS PAK** — Baseball (to update VS. TENNIS™).

Nintendo's VS. System Has Proven It Keeps Operators Ahead Of The Game

VS. System™ with its ever expanding collection of VS. Paks has been at the top of the conversion earnings polls with VS. Tennis™ and VS. Baseball™ since its release at A.S.I. '84.

With the VS. System, game conversion makes more sense than ever before. The growing library of VS. Pak releases keeps earning power high and customer interest fresh. And, once operators purchase a VS. Pak, they own it! This allows free and convenient rotation of VS. games to fit the season or occasion and maximize profit.

VS. Paks come in both an interac-

tive format or a 2-in-1 cabinet format. The interactive series allows up to four people to play at once, simultaneously. Players view the screen from their own vantage point, interacting as they would in actual competition! The 2-in-1 cabinet series has 2 games in 1 cabinet! Both series allow for maximum earning potential.

The high quality graphics and innovative game play that the industry has come to expect from Nintendo, are once again employed in the VS. System. The look, the feel and the challenge are as close to real competition as you can get.

VS. System is available in upright,

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Current VS. Pak releases:

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VS. Golf/VS. Pinball — 2-in-1 series

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VS. Wrecking Crew — Interactive series
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VS. Urban Champion/VS. Excite Bike — 2-in-1 series
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Nintendo®

★★★★★ ANOTHER KNOCKOUT GAME FROM NINTENDO ★★★★★™

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★ Meet your match against Russia's massive Vodka Drunkenski, India's cunning Great Tiger or America's hammer punch king, Super Macho Man.

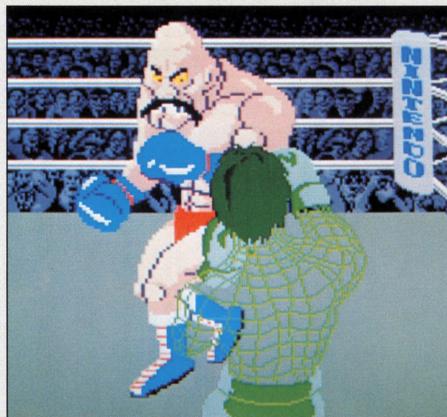


Dimensions

| | |
|--------|---------------|
| Width | 24-4/5 inches |
| Depth | 35-2/5 inches |
| Height | 74-2/5 inches |
| Weight | 287 lbs. |



SUPER PUNCH-OUT!!
is available in a dedicated version or as a Nintendo Pak™ for the original Punch-Out!! game.



★ Step into the ring with Nintendo's newest champ—Super Punch-Out!! It's another knockout game that's sure to add some punch to your profits.



★ Only a knockout before the clock runs out will keep you in the ring to challenge the next contender. Stick and move. Keep your guard up! Dodge that punch. Now duck that swing!

★ The joystick and push buttons control your moves while the dual screens and live action commentary put you in the center of the action at the greatest bout of all time.

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A Heart And Stress Test Machine
Dispensing Scratch & Win Tickets
With Instant Cash Prizes
. . . And Grand Prize of \$15,000!



In the 1980's more people have heart attacks and nervous breakdowns than ever before.

Now, there's a physical fitness computer, *STRESS 2001* that's equipped with the essential tests to measure body energies.

Built around the scientific method—Galvanic Skin Response (GSR), *STRESS 2001* is designed to accurately monitor body stress and heart rate levels.

Features:

- Stress analysis and heart rate test
- Micro processor controlled operations centre
- Medically accepted GSR—most widely used method by the medical community for stress testing
- No calibration needed
- 50c per use

To enhance the use of our "**HEART RATE & STRESS TEST**" Machine, we have developed and designed a **unique marketing tool**, which is a free "**INSTANT SCRATCH & WIN**" ticket dispensed with **every use**.

One of the major causes of **heart attacks** today is **stress**, and we feel that since this is of major public and corporate concern, this machine **serves a necessary function**.

The customer inserts **50¢** and he then may take his **tests**. Only upon the **completion** of these tests (approx. 20 sec.) will the ticket then dispense.

INSTANT "SCRATCH & WIN" the 1st. coin operated machine to give a **FREE Ticket with every use**.

One (1) in every 2.5 tickets dispensed is a "winner".

Instant Cash Winners receive from 25¢ up to \$50.00, all **payable instantly** at the location, by the location.

All winning tickets are reimbursed to the location at the time of collection.

Here are a few features we designed into this unit to assure your protection and ease of operation.

- 1.) Ticket capacity in excess of 1000 tickets, so as to allow easy refill from **sealed packages**.
- 2.) All tickets are **alphabetically and numerically serialized** to insure your location of paying winners only on the tickets in your machine.
- 3.) All ticket packages have labels as to the **serial number series**, which peels off and goes on the cash registers at the location, so a location can compare the winning ticket handed to him with your weekly series numbers, thus eliminating anyone from presenting a ticket not dispensed by your machine or a counterfeit ticket. **All ticket packages are sealed**.
- 4.) Each ticket is dispensed **free** with the use of the machine and each ticket has **6 scratch and win blocks, match any 3 blocks** and you **win** that amount.
- 5.) There is 1 block on the ticket which you scratch for the "**GRAND PRIZE**" which is **\$15,000.00** and this is won by completing the word "**CASH**". On each ticket is a letter under the **Grand Prize Scratch & Win**, accumulate all **4 letters**, you are eligible to win. The people who have accumulated all 4 letters then fill in their name and address on the back of each ticket and mail it to the address shown on the ticket. There will be a **Grand Winner Draw three (3) times per year**, and one person's name will be drawn from the tickets mailed in for **the \$15,000.00 GRAND PRIZE**. The **winner** will then be administered a **skill testing question** for the **Grand Prize**.
- 6.) To protect our distributors, we have entered into an **Exclusive Contract** with the ticket supplier, and the machine manufacturers. This is exclusive for **North America**.

Our test marketing shows income levels are **extremely high** and any operator should make sure that one of **these machines** are in each of his **strategic locations**.

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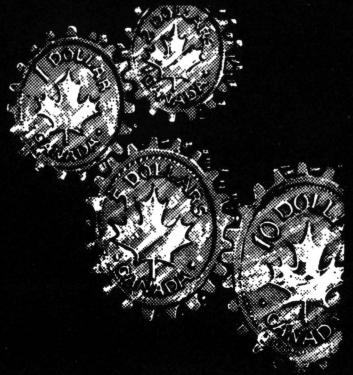
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Coin Machine (Canada) Ltd.

Toronto

(416) 474-9900

Soon, with inflation, we will be needing not only \$1. Coins but also \$2. and \$5. Coins....maybe \$10. Coins or higher!



Continued from page 21

ettes at \$2.00 + \$3.00 in some places? That means a minimum of 4 present coins for a ride on the subway and 4 to 6 — 25¢ pieces for a package of cigarettes and even 17 to 60 coins respectively if 5¢ coins were to be used. Moreover inflation and increasing prices are continuing, and will continue, must continue, unless inflation drops to zero and no one is even wildly predicting that.

Pressure on the government has grown over the last few years and the **Royal Canadian Mint** has done a great deal of work on an acceptable \$1.00 coin. Indeed an official of the Mint declared at the CAMA convention in Montreal last March that given the order from the government it could have the new coin made in sufficient quantities to be issued by now. Under pressure from an increasing number of influential business organizations, Ottawa was yet extremely cautious.

The bad experience of the U.S. government with its \$1.00 small quarter-sized (a mistake) coin, and the public opposition to the British one-pound piece weighted heavily to prevent it coming to a favourable decision.

On January 23rd, 1983 the CAMA's coinage committee representatives Jay Moyer (MDM) Chairman, Ed Fraser (Coinco) Co-Chairman, CAMA President, John Chotka, junior (Niagara Frontier Catering), First V.P., Jean Boissé and Association Executive Secretary, Don Blowe met with the Honourable Charles Lapointe, Minister of Supply and Services in the late Federal Liberal Government and

Master of the Royal Canadian Mint. The coinage situation was discussed and an Association Brief was left presenting the Vending Industry's case. Subsequent to that the CAMA got together with other concerned bodies and associations i.e., the Canadian Coin and Currency Advisory Committee. In further action the **CAMA's Don Blowe and Coinco's Dave Gill** appeared before a Toronto meeting of the **Metropolitan Amusements Association of Canada** (representing the coin-operated Music, Games and Amusements Industry) to seek its support for a Canadian \$1.00 coin... and their support was readily received.

Deeply worried about the public and business community reaction, and acceptance of a small \$1.00 coin... the federal government officials in effect said to those wanting such.

"O.K. you people want us to mint and issue a \$1.00 coin... you demonstrate conclusively to us that business and the public will accept it and make it work and we'll do something about it but only after we're satisfied it's a good proposition."

Actually, the government stood and stands to gain a large amount of money by replacing paper dollar with ones of cupro-nickel... the paper dollars have lives measurable in

months, the coins are reckoned to last for at least twenty years. Though much more expensive to product initially, a twenty-year life coin is much cheaper to make than the 30 dollar bills needed to serve over the same period of time. The claim is that going to the recommended gold coloured \$1.00 coin would save the government more than \$315,000,000. in its two decades lifetime.

Survey Shows Canadians Approve Of New Dollar Coin

This big saving must weigh very heavily with the new deficit conscious, money saving federal Conservative Government of Brian Mulroney, and it may well be a very big factor in the government's decision on the matter. Another important factor is the business orientation of this government; if business wants it, it's more likely than not, liable to get it from the Conservatives. Apparently, even the Banks have changed their stance on the matter of the \$1.00 coin in the last few weeks... from one of opposition to one of going along with a "pro" attitude.

Banks and Bankers are very close to Mr. Mulroney and his Conservative party... what has apparently brought them round, do they know something about Ottawa's intentions most of the rest of us don't?

Be that as it may, the Canadian Coin and Currency Advisory Committee commissioned the gallup organization to conduct a National Pool as to what people thought about a Canadian convenient \$1.00 coin. They were shown a sample of the "larger than a 25¢ piece, gold-coloured, eleven-sided coin.

The survey was paid for by the following:

C.U.T.A. (Canadian Urban Transit Association)

- **the C.A.M.A. (Canadian Automatic Merchandising Association)**
- **the Canada Post Corporation (\$1.00 stamps on the way?)**
- **the Royal Canadian Mint, Sherritt Gordon Mines Ltd. (Metals)**
- **Coin Acceptors of Canada (Coin Mechanisms)**
- **and the Canadian Soft Drinks Association (\$1.00 drinks on the way?)**

1060 representative adults were personally interviewed at their homes between September 20th - 22nd, 1984 at a cost of in the order of \$10,000.00. Gallup claims that in the case of a poll such as this the results 95% of the time are accurate to 4%. Scrutiny of the results released 16 November show that an average, slightly over 60% of those polled were for the new coin. In some respects of it there was considerable opposition. Some of the questions as to reasons for decisions seem to confuse the overall picture with a lack of relevancy as to pro or con, although they

Continued on page 56

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Premier Technology New Name In Pinball . . .

A NEW name in the world of pinballs has emerged in recent weeks with the formation of Premier Technology by Gil Pollock, formerly Vice-President of Sales with Mylstar Electronics.

In conjunction with the investors who have put up a large portion of the capital but who will remain silent partners and non-executive directors of the company, Gil Pollock acquired certain assets and inventories relating to the former Mylstar Electronics (formerly D. Gottlieb and Co.)

Mr. Pollock said: We will be re-locating in the Chicago area and plan to be in production by the start of the coming year.

"We have been meeting with several distributors both nationally and internationally, at the AMOA show and we have received great support and encouragement from them. We will be making announcements within the next few weeks about who will be distributing in all market areas."

Mr. Pollock was very pleased that he was able to acquire all the tooling among the assets he acquired so all the components which make up the machines will be of well-known named equipment.

The two pintables exhibited by Premier Technology at the show were manufactured by Mylstar **Touchdown** is for the U.S. market as it features an American sport, and El Dorado, of which samples have already being sent out, will be marketed internationally with production beginning in January '85. The initial site tests have been very encouraging with excellent results according to Mr. Pollock.

"What particularly pleases me," he continued, "is that we have been very fortunate in employing many of the key

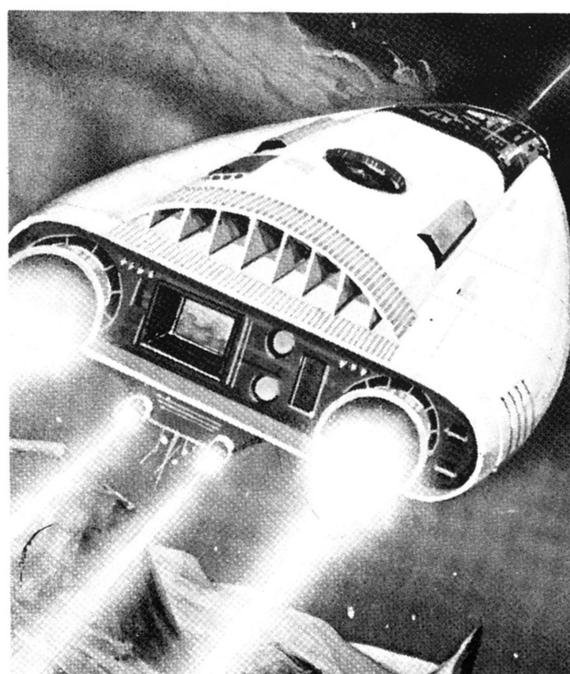


Mr. Gil Pollock formerly with Mylstar, beside the pinball line displays by Premier Technology.

personnel who worked with Mylstar and were involved in production, design and marketing of the product.

"A company's success is based on the quality of its employees and we are very fortunate to be able to build from the success already achieved.

"Product production will be concentrated initially in the printable area, however. We are in discussions with the Japanese companies and maybe we will be able to handle videos on a licensing basis for the U.S. market. We are also looking at novelty equipment in our engineering department. We'll develop the equipment, test it and if it is marketable we will push it into the market place."



Blast off into the world of VULGUS and destroy the enemy insect mutants that infest the planet.

SNK ELECTRONICS introduces a conversion kit especially designed for action oriented video game players.

The object of the game is to maneuver your space ship through three contrasting arenas of playing action. The player uses the rapid-fire missiles to blast through a maze of attacking insect mutants on the rough land terrain, enroute to the aquatic

"Vulgus" New Conversion By SNK Electronics

battle where he encounters the mysteries of space where the VULGUS enemy planet awaits your next move.

One or two players have the advantage of five "Ultimate Missiles" for the giant insects that routinely prowl the planet.

VULGUS is the newest member of the SNK line of conversion kits and with its exciting action, player appeal and a proven money maker, the investment would be ideal for all value conscious operators.

A NEW HORIZON

in the coin-operated amusement industry awaits you at the 2nd Annual

AMUSEMENT SHOWCASE INTERNATIONAL

You will not want to miss this opportunity to preview the latest ideas and developments in the coin-operated amusement industry at the 1985 AMUSEMENT SHOWCASE INTERNATIONAL, the total showcase for the total coin-operated amusement industry.

Leading manufacturers and suppliers will occupy more than 70,000 net square feet of exhibit space at the Expocenter/Downtown Chicago, displaying the latest in coin-operated amusement technology.

More than 30 hours of educational sessions have been designed covering a broad range of topics critical to the industry at large.

Distributors, operators, suppliers and a large contingency of trade press will cover this major industry event. Do not miss this chance to interface with leading industry executives about the new and upcoming products and marketing trends that will set the stage for the coming year.

***We'll be there,
won't you?***

PRE-REGISTER NOW to receive your badge of admission at a special discount rate! Pre-registration: \$10.00. On-site registration: \$15.00.

Minors under the age of 19 will be admitted at no charge on Sunday, March 3 ONLY provided they are accompanied by an adult wearing a badge. Admission on other days is allowed provided they have paid their registration fee.

Must be received by February 1, 1985.

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MARCH 1
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EXPOCENTER/
DOWNTOWN CHICAGO**

NOTE: \$5.00 FEE TO REPLACE LOST BADGES. NO EXCEPTIONS.

Housing forms, travel information and schedule of events will be sent separately.

Complete and return the coupon below with your check for \$10.00 per person (U.S. currency), made payable to AMUSEMENT SHOWCASE INTERNATIONAL, 7237 Lake Street, River Forest, IL 60305 USA.

Only 21 characters
(as indicated)
including spaces
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your badge.

Check below your business
classification:

- Exhibitor
- Manufacturer
- Distributor/Management
- Distributor/Sales
- Arcade Operator
- Route Owner/Operator
- Trade Press
- Other _____ specify

Eliminate Costly Unnecessary Repairs With Univid's New Universal Diagnostic Tool To Test All Logic Boards And Monitors



For many years, distributors and operators have been faced with an unpleasant choice regarding costly

game repairs and downtime. Either they would have to make a major investment in test equipment or settle for

National Vendors Model 21C5 ...An Old Cigarette Vendor With Coinco's Ten Price Conversion Kit Installed



This is just an example of only one of **Coinco's many conversion kits** available to those interested in refurbishing and updating older equipment.

The features added to this machine are:

- * ten prices from 5¢ through \$3.15 (\$6.00 option).
- * 5¢ - 10¢ - 25¢ payout.
- * LCD Credit display
- * Simplified electronic price setting
- * Elimination of old electro-mech. totalizers.

For further information contact your nearest **Coinco representative** or call Al Fraser, Coin Acceptors at 416-438-6314.

very limited repair capabilities. This would particularly be a problem in the more remote parts of Canada where distributors and manufacturers reps are few and far between.

Under the direction of industry Leader, **Ron Gold, Cleveland Coin International** has developed a universal test fixture capable of testing virtually every color raster-scan game presently on the market. The machine tests both logic boards and monitors.

It is anticipated that a test fixture of this type can save the operator thousands of dollars in service bills yearly. "I estimate that a good 30% to 40% of the boards that I receive for repair are in working order," says John Batistic. Batistic is head of Cleveland Coin's board repair department and designer of the test fixture.

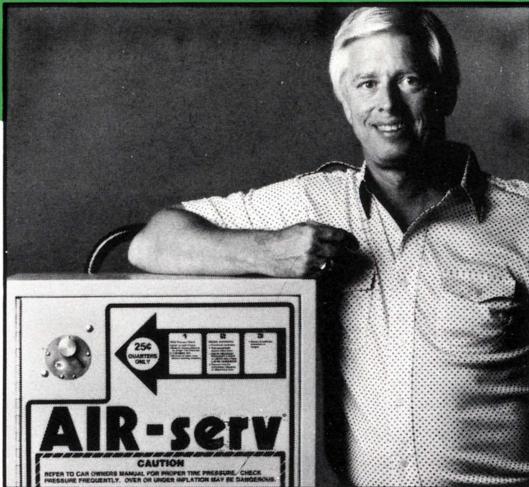
"What is needed out in the field is a test unit that can eliminate these unnecessary repairs. Our test fixture is simple enough to be used by any normal serviceman. However, with enough sophistication on the users part, it can be used for actual board repair. We've tried to keep the entire system as "user friendly" as possible. That means simple harnesses and none of the additional external boards that were used in the older systems. Everything is inside the machine...track ball, joy sticks, dual audio amplifiers, and multiple power supplies.

This machine should pay for itself in a matter of months by avoiding unnecessary repair bills and down time."

Conversion kits are another issue that has been addressed by the new fixture. Very few of the new kit boards are compatible with existing fixtures. According to Cleveland Coin's **Herman Fox**, "Kits have been left out in the cold by manufacturers and distributors when it comes to service. We believe that conversion games are playing a major role in the fight for profitability for the operator, and we intend on backing up our fixture with harnesses for all of the major kits and video games. There is a real need in today's market for a true universal test fixture, and we mean to respond to this need as effectively as possible. **Cost \$800 to \$900 U.S. Price.**

Cleveland Coin anticipates that the test fixture will sell in the \$800 to \$900 range. Production is slated to start October 1.

"TEN REASONS WHY AIR-serv® IS A BETTER INVESTMENT THAN ANY AMUSEMENT MACHINE."



— Collier Barnett,
previous owner,
Star Amusements.

1. "You don't have to move them *ever*. You put an Air-serv on one location and leave it. Try that with a pinball or video game."

2. "As a dealer I get a 75% share of the profits, compared to 50% with amusements."

3. "On the average, my new machines are paying for themselves in about 11 months."

4. "The machines have a ten year useful earnings life, compared with six months to a year for a video game."

5. "You don't need to service them as often. They're so reliable, monthly maintenance virtually insures trouble-free operation. An Air-serv is absolutely a superior machine. Much better than any coin-vend machine I've seen."

6. "They provide a *necessity*, not a luxury. Dips and dives in the economy barely affect my profits."

7. "They cost less. For the cost of a video game, I can buy *three* Air-serv units."

8. "There are *no* state regulatory commissions to worry about."

9. "The low cost and high profits have allowed me to expand *in only 15 months* from 28 machines to 206 machines."

10. "My monthly gross *per machine* has grown every month I've been in business. As more and more people discover how good an Air-serv works, usage on all my machines keeps growing."

— Collier Barnett,
founder and owner of
Sun Belt Air-serv.

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Formation Of Canadian National Video Game Team Challenge In March 1985 In 20 Sites Across Canada

The Twin Galaxies International Scoreboard, the clearinghouse for video game high scores founded by promoter **Walter Day**, has recently announced plans to form a **Canadian National Video Game Team**.

The United States National Video Game Team, formed last year, has enjoyed success with interstate competitions, but only limited response has come from other countries. Steve Harris, Executive Director of media and promotion for the American team, attributes this to "a lack of organization among video game players in other countries."

Walter Day, organizer of the United States team, agrees, "There needs to be some outlet to gather skilled video game players together. Associations must be formed so that better-than-average players can compete among themselves and with other countries." he said.

Day also stated that Italy is currently developing their own team. Emissaries from that country visited Day earlier this year to discuss future contests against the United States and to review the official Twin Galaxies competition rules. "It's only natural that Canada's best players be recognized." he said.

To find Canada's champion gamers, Day and Harris are now in preproduction of the the 'Canadian Video Game Challenge', to be staged the last week of March, 1985.

"We will locate approximately 20 sites across Canada that will participate." Harris explained. "We want competition centers in every region of the country so anyone will be able to compete. These game rooms should have a wide variety of machines, including newer releases as well as the classics. It should also have a good environment to accommodate a tournament of this kind."

Out of the 20 participating locations, 15 new Canadian National Video Game Team members will be found. It is Twin Galaxies' hope to stage the first international video game contest, pitting the U.S. against Canada, Italy, and Japan, next summer when their new amusement complex opens in Orlando, Florida.

"Nothing like this has ever been done before." said Day. "But I feel that Twin Galaxies, with the support of the other countries and manufacturers, could put together an exciting event that would generate positive exposure for video games and the industry as a whole."

Canadian Operators Urged To Participate

• Canadian operators are invited to contact Twin Galaxies if they would be interested in participating in the '1985 Canadian Video Game Challenge'. Information may be obtained by writing Twin Galaxies, c/o Media and Promotion, at 1701 NE 69th Street, Kansas City, Missouri 64118 or by calling (816)-436- 5785.

Six Video Games Picked At A.M.O.A. For Guinness Book Of Records

Realizing that future 'Masters Tournaments' will employ a greater number of games, Day and the United States National Video Game Team traveled to the AMOA exhibition in Chicago to preview the industry's new releases and to endorse those games which possess outstanding design. The machines that got player approval would be included in subsequent editions of the 'Guinness Book of World Records'.

After playing all the new offerings at the convention, the United States National Video Game Team carefully selected six games that will be used in the 1985 competition. These machines were chosen because of their superior 'play potential' (i.e. they should become popular with players). Following are the team's six AMOA pick-hits including a few comments about each game:

• **Super Punch-Out!! by Nintendo** — "The quality graphics and superior play action of the original return in this conversion kit that enhances the basic them of 'Punch-Out!' . . . perfect for a contest of this type."

• **The Empire Strikes Back by Atari** — "Also a kit, this beautifully executed game is available to update last year's smash hit, 'Star Wars'. The crisp vector animation and multiple play levels make 'The Empire Strikes Back' a wonderful addition to the tournament."

• **Galaga 3 (Gaplus) by Bally/Midway** — "Possibly the most challenging video game of all time! This new conversion will undoubtedly draw die-hard players to the competition."

• **Cheyenne by Exidy** — "This new kit updates existing 'Crossbow' videos. A terrific target shoot, 'Cheyenne' is sure to attract many players with its high resolution graphics and clear sound."

• **Turkey Shoot by Williams Electronics** — "Like 'Cheyenne', 'Turkey Shoot' is a gun game par excellence. Its humorous storyline and fast action make it a winner with the players."

• **Badlands by Centuri** — "The only laser disc game added to the contest, 'Badlands' is quite impressive. It's one of the first truly interactive laser games to appear for some time.

The players are also discussing the possibilities of using Atari's 'Marble Madness' ad 'Paperboy' as well as the Bally game 'Pac-Land'. 'Shrike Avenger' by Bally/Sente and 'Vertigo' by Exidy, the first two environmental simulators, might also be included in future contests.

COINMASTERS WINNING TRIO!

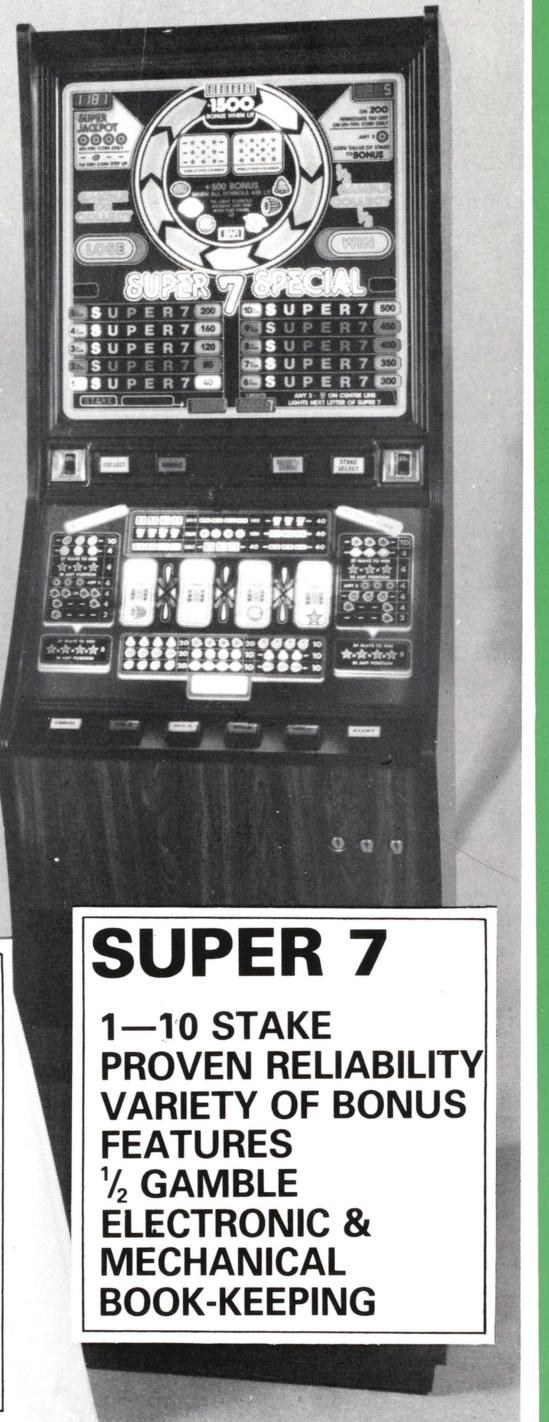


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Winners Of Video Games Masters Tournament Entered In "Guinness Book Of Records"

Twin Galaxies, the clearinghouse for video game high scores and promotions, has recently announced the induction of six new titles to the list of games featured in their upcoming 'Video Game Masters Tournament'.

This contest is staged at various locations throughout Canada and North America to find the best video game players on a variety of machines. Participants attempt to set high scores that better the world records from the previous years.

What separates the Twin Galaxies event from similar promotions? The fact that the results of the annual 'Masters Tournaments' are published in the 'Guinness Book of World Records'.

The Guinness Book, which has a worldwide distribution of over 50 million in 24 languages (second only to the Bible), had been searching for a way to publish verified scores but they soon found out that it would be very difficult to log world records on video games, simply because of the many different games settings and playing conditions.

They were eventually introduced to **Walter Day**, founder of the **Twin Galaxies International Scoreboard**. Day's scoreboard had been tracking video game high scores for some time and Guinness knew he would be dependable. However, the editors of the book were very strict about new entries and only scores done under competition settings would be approved.

Day quickly organized the first 'Video Game Masters Tournament' in the summer of 1983. And, in addition to records taken from previous competitions, Day supplied the editors of Guinness with a dozen scores that met their playing specifications. These twelve high scores ran in the 1984 edition of the prestigious compendium of facts and figures.

The response to this new addition was phenomenal. Reader feedback of this topic outdid any other subject the book had ever printed.

Pleased with the results of this new feature, the publishers of the book decided to elaborate the original column by allowing Day over a full page for his video game scores.

The number of games increased to 60 for the '1984 Masters Tournament' and the number of locations was also expanded. This gave players around the continent a chance to compete on their favorite machine.

Now, with the latest edition of the 'Guinness Book of World Records' hitting the newsstands and Walter Day's video game high scores getting positive exposure, the folks at the Sterling Press have consented to another 'Masters Tournament'.

The '1985 Video Game Masters Tournament' will commence June 27th, 1985 and run through June 30th. The number of participating contest sites will be multiplied by ten, making the competition easily accessible to all. The number of qualifying games will be increased to over 100

to accommodate the classics, old favorites, and new releases, making the tournament open to an even larger audience.

Twin Galaxies will also support the interests of those participating in the contest. Prior to the starting date Day plans to institute a national advertising campaign to familiarize the game-playing community with Twin Galaxies and the 'Masters Tournament'. This, coupled with the genuine of the Guinness Book, should make the '1985 Video Game Masters Tournament' **the** playing event of the year.

Twin Galaxies would like to hear from operators wishing to participate in the '1985 Video Game Masters Tournament' and other coin-op promotions planned for the future. Send a SASE to receive more details on becoming a Twin Galaxies competition center.

Air Table Hockey Tournament



A record number of players and spectators turned out recently for the 1984 Air-Table-Hockey National Championships, held Sept. 22-23 at the University of Colorado in Boulder. Mountain Coin and Wano-Coors joined Air-Table-Hockey of Boulder in providing major sponsorship for the \$3,000 tournament. Mountain Coin is a distributor for the "Air-Table-Hockey" table which is showing consistently high earnings at a growing number of locations nationwide.

Air-Table-Hockey of Boulder continues to sponsor a series of tournaments, promotions, and championship exhibitions in conjunction with marketing its tournament-quality, formica-top table. Exhibitions by top national players are planned this fall for the East Coast, Chicago, and elsewhere.

For more information on tournaments, promotions, and ways to maximize the earning power of air-hockey, contact: Air-Table-Hockey, P.O. Box 1024, Boulder, Colorado 80306, Tel. 303-444-9164.

Williams' GRIDIRON Conversion Kit Or Dedicated Game Brings Reality To Football Fever



For operators who have Williams' PENNANT FEVER going to bat for them in the spring, Williams now has the ideal conversion kit for a winning football season. **GRIDIRON** is a complete kit that includes playfield, inserts, backglass, proms, full cable set and decals. Also available as a dedicated pin game, **GRIDIRON** is the game of games that one or two can play on just one quarter.

Sound Of Roaring Crowds Increases Play Excitement

Football at its play action best, **GRIDIRON**, complete with cheerleaders and roaring crowds, has all the excitement of pro ball to turn an armchair quarterback into a real hero!

The offense begins at the twenty yard line with four downs per possession and four possessions per play. The defense can blitz, rush or come at the quarterback with the nickel formation. On first down, the player can pass, depending upon accuracy,

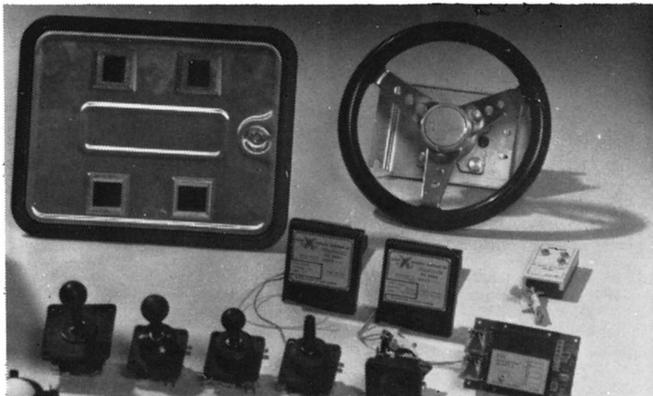
anywhere from ten yards to scoring a touchdown... or get a five yard penalty for delay of game.

A touchdown gives the player a one or two point option play which, if completed, gives him one chance to score a bonus touchdown. On second or third down, an aggressive defense can cause a fumble or intercept. On fourth down, play is set up for a field goal attempt.

New "Bingo" By Greyhound



New Free Catalog By Suzo Trading



Suzo Trading Offers New Free Catalog

With over 20,000 items for this industry **Mr. Leo Suverein of Suzo Trading Co. of Rotterdam, Holland has introduced a new catalog with over 20,000 items.**

Mr. Suverein advised "This is the world's largest assortment spare parts for music, video and gambling games. We give world wide service and we

will ship all orders in less than 48 hours. There are over 250 pages of information and data on parts and supplies needed for the many various video, pinball, music and gambling games in this industry."

Send for free catalog to:
Suzo Trading Company BV
Pieter de Hoochstraat 40
Rotterdam, Holland
Tel.: 0031-10 76 63 99 — Telex 24392

Greyhound Electronics (GEI) proudly introduces **Bingo**. Designed to captivate and hold the players attention, this game is played by spelling bingo in any order. The amount of wins is determined by the color code clearly visible on the screen.

Bingo, the newest innovation from Greyhound, comes in both our floor and counter-top models. Each incorporates the state-of-the-art technology which you have come to expect from Greyhound.

A color monitor that displays graphics in fine detail makes each game come alive on the screen.

For more detailed information write or call: **(GEI) Greyhound Electronics, Inc.**, Route 37 & Germania Station Road, Toms River, N.J. 08753. (201) 341-5200. (Video amusement games for fun and entertainment only).

Bally Midway's Troubleshooting Procedures

Color Problems

In the case of a video game having a color problem, the first step would be to isolate whether the boards or monitor is at fault. An RGB color service generator may be used to produce the proper color and sync signals to test the monitor. If a generator is not accessible, then the logic boards can be substituted from another identical game.

If the boards are not available, take a known working game which uses either the Electrohome (G07-CBO) nineteen inch or (G07-FBO) thirteen inch, or on the Wells Gardner (19K4600 or 13K4700 series) monitor. Substitute the working game (the one that uses a monitor listed above) and connect the video and sync cables to the suspected bad monitor. If the known working game is displayed properly, then it can be assured that the monitor is good. Here the logic boards are probably at fault.

What can be done now is to hook up the video cables from the logic boards which are suspected as bad. Connect the cables to the known good monitor in the other game. If the symptom shows up, then the wiring from or the logic boards themselves are defective.

1. Weak Color

If the problem doesn't exist in the logic boards, check color signals with an oscilloscope at the picture tube cathodes. With the color signals about 80VP-P, the CRT has weak emission.

With the signal's amplitude being a lot lower than 80VP-P, then check the color interface transistors and bias voltages on the color output transistors. The output transistors are the three located on the neckboard.

In case of weak emission there are four possibilities to remedy the problem. First, by turning the horizontal sync off frequency, and bringing up the brightness and the three color screens all the way up for about fifteen or twenty minutes. This will sometimes boost up the color guns.

Replacement of the CRT will definitely take care of the problem. Though some technicians may try a picture tube brightener of rejuvenation, this may prolong the life of the CRT.

2. Missing a color

Knowing that the monitor is at fault, the problem will be in one of three areas. This is the color interface, color output section (on the neckboard), or the picture tube.

There are two types of a missing color. Either the color information is absent or the color missing upsets the screen's white balance.

1. Missing color information is a problem between the input of the monitor, through the base of the color output transistor on the neckboard.

The color information displays the characters and images on the screen. If the overall color of the screen looks normal, but certain parts of the picture (such as characters or letters) is missing, or the parts are of a different hue, then the information is missing. The problem would lie on the monitor between input and base of color output transistor.

2. The other way a color is missing is that the white balance is not producing a grayish white raster.

Improper white balance can be determined by turning up the color screen controls on the neckboard, one at a time. Each screen control when turned up, increases the gain and brightens the screen that particular color.

If the red was missing, the white balance will be a shaded cyan colored screen. With blue missing, the screen will have a yellow tint. Absence of green gives a magenta colored overcast on the screen.

For an improper white balance, suspect on the monitor a problem with the neckboard, the socket, or the picture tube. White balance set up procedure is outlined in detail; check table of contents.

First, with a color missing make sure all three filaments are lit inside the neck of the tube. This can be checked visually by looking inside the rear neck of the CRT. With the three filaments lit, at least up to this point, the tube is good. However, a filament not lighting and being that they are in parallel, the CRT needs to be replaced. (If one filament lights, they all should).

Knowing the filaments are good, the color guns (cathodes) can be tested. Each color gun can be turned on or saturated to light up the color on the screen. To do this little trick, it is highly suggested to make all hookups on the neckboard, while the power to the monitor is off. A jumper wire with an alligator clip at each end is preferred.

On the neckboard there are three color output transistors, one for each color, (red, blue, green). Just a reminder, when adding a jumper wire to neckboard, remove all power first. Double check wire hookup before applying power.

When the collector of each color output transistor is connected to its emitter, the front of the screen goes to that particular color. At this time, the color gun inside the CRT is saturated. If the screen does light up the missing color, the CRT is good. Suspect the color output transistor to be bad (open base to collector). The color not appearing on the screen when the transistor is shorted (emitter to collector), check for an open between collector and cathode.

Further testing will find an open between the collector and cathode pin on neckboard. Last of all is either a poor connection in CRT socket, or an open cathode.

Let's go back to problem #1, white balance is fine, but the picture has color information missing. The problem lies anywhere between the color input to the monitor through the base of the color output transistor. Most likely an interface transistor is defective. There are two transistors for each color, and a total of six altogether. Don't forget a possible open connection in this area.

3. Dominate Color

A dominate color symptom would be where the screen has a particular color overcast upon the entire picture. For a missing color, we made the screen put up a color by shorting the emitter to

the collector of the color output transistor on the neckboard. Here we might suspect the transistor for that color to be leaky or shorted.

Measure the collector voltage of the color output transistor which pertains to the dominate color. The voltage on Electrohome should be about 160 to 170 volts DC. Wells Gardner measures in the area of 95 to 115 volts DC. If the collector measures very low as compared to the other two color output transistors, check the transistor.

The voltage at the collectors also splits off and goes to the color cathodes inside the picture tube. Before the voltage reaches the cathodes, a series resistor is connected between each of the three collectors and cathodes. These three resistors are referred to as the cathode resistors.

Now with the suspected transistor good and the collector voltage being low the CRT may be at fault. To find out, lift one end of the cathode resistor from the neckboard. Power up monitor and measure the collector once again; if the low voltage returns to normal suspect the CRT as possibly being bad.

With the voltages on the color output transistors within the voltage tolerance, take a look at the color interface transistors. These are the six transistors before the color outputs. Remember there are two for each color.

Any dominate color caused from the monitor will be either in the color interface section, video outputs (transistors on the neckboard) or maybe the picture tube. Always make sure the problem has been ruled out of not being in the logic boards or wiring to the monitor.

Degaussing

Picture tube purity allows the electron beams from each color gun to strike its own proper color phosphor dot on the screen of the CRT (Cathode Ray Tube). So when each color field is viewed on the screen, only that particular color is seen and none other. A magnetic field can offset the purity of the picture tube. This purity offset will give the screen a discoloring in the picture. Most of the time, magnetization of either the shadow mask (inside the CRT), or the metal chassis brackets cause the purity to be off. An external degaussing coil often is used to eliminate any magnetization.

Degaussing Procedure

Degauss the monitor while the game is on. Plug the degaussing coil into a 120 volt AC outlet. Holding the coil several feet (four to six) from in front of the monitor, turn the coil on. With the coil facing parallel to the game, begin moving the coil in a circular direction, as you're moving slowly towards the monitor. As the coil reaches close to the front of the CRT (six to twelve inches), move the coil over the top and sides of the screen. Do not hold the degausser near the back of the monitor while the coil is on. Also, avoid touching

or letting the coil lay on the top of the CRT. This could permanently damage some of the magnetic components located on the neck of the tube, or magnetize the shadow mask.

Finally, as the sides and top of the monitor are degaussed, don't stop here! If the coil is turned off too close to the CRT, it will set up a magnetic field. So, continue to rotate the coil in a circular motion and begin to walk away from the monitor. When you're back about six to seven feet away, turn the coil perpendicular to the game and turn off the coil. Degaussing the monitor is now completed. Anytime there is a purity problem before going through the set-up procedure, degauss the monitor first. This may be all that is needed.

Purity Set Up

If after degaussing the monitor, the screen is still discolored in areas, follow through the set up. Electrohome suggests using a red field, Wells Gardner mentions a green field for purity adjustments. The red phosphors in the CRT require more brightness than green and blue to light up the red field.

Before aligning the purity, it may be easier to set up without a video signal arriving to the monitor from the logic boards. Disconnect the six pin video cable off the monitor. Turn down the blue and green screen controls on the neckboard. Bring up the red screen until the screen on the CRT is a good looking red field. Here no color blotches of green or blue should appear on the edges of the screen. If so, degauss the monitor. This may be all that is needed.

With correcting the problem, follow the procedure on white balance set up. With the purity still being off, try rotating the purity rings slightly on the neck of the tube. The purity rings are located on the sleeve assembly mounted between the deflection yoke and the neckboard. There are three pairs of rings on the sleeve. The pair of rings nearest the yoke is for purity. If the slight adjustment does not clear up the problem, follow the outline given by the manufacturers.

For reoccurring purity problems check the following:

1. Nearby electrical interference or magnet.
2. Loosen deflection yoke slid away from or towards bell of picture tube on neck.
3. Purity clears up, but after awhile it is off again. Game may need to be repositioned. Because of the direction of the game, the earth's poles are pulling off the purity.
4. Loose shadow mask causes an extreme purity problem.

COLOR PURITY AND VERTICAL CENTERING ADJUSTMENT—WELLS GARDNER

For best results, it is recommended that the purity adjustment be made in the final monitor location. If the monitor will be moved, perform this adjustment with it facing west or east. The monitor must have been operating 15 minutes prior to this procedure and the faceplate of the CRT must be at room temperature.

The monitor is equipped with an automatic degaussing circuit. However, if the CRT shadow mask has become excessively magnetized, it may be necessary to degauss it with manual coil. Do not switch the coil OFF while the raster shows any effect from the coil.

Purity Magnets are used for Color Purity and V Centering Adjustment.

Purity Adjustment procedure is as follows.

1. Remove R-G-B signal from monitor.
2. Turn Green Cut-off Control (VR404) on the Neck Board fully CCW. Turn Red and Blue Cut-off Control (VR405) fully CW.
3. Pull the Deflection Yoke backward so that the Magenta belt will appear. (See Fig. 4)
4. Move the two Purity Magnets and bring the Magenta belt to the mechanical center of the screen (See Fig. 5). The vertical center position should be set VRS to $-5/64"$ (-2 mm) as shown in Fig. 6.
5. Insert service tip "N" on Neck circuit board to "S" on Vert./Horiz. circuit board (See Fig. 13). To check, use the Green raster at low intensity. Be sure to return the service tips to their original positions for the next check.

5. Push the Deflection Yoke forward gradually and fix it at the place where the Magenta screen becomes uniform throughout.

6. Turn Cut-off Control, and Drive Control and confirm that each color is uniform.
7. If the color is not uniform, re-adjust it moving Purity Magnets slightly.
8. Move a pair of Purity Magnets at the same time (do not change the angle of the pair), and adjust the vert. center to center of screen.
9. Obtain the three colors and confirm whether white uniformity is balanced.
10. Insert the temporary wedge as shown in Fig. 5 and adjust the angle of Deflection Yoke.

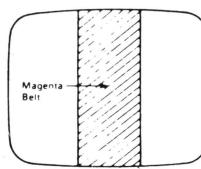


Figure 4

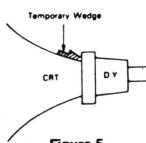


Figure 5



Figure 6

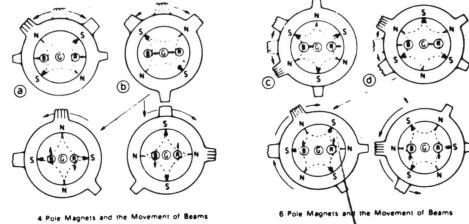


Figure 7



Figure 8

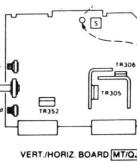


Figure 9

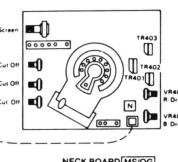


Figure 10

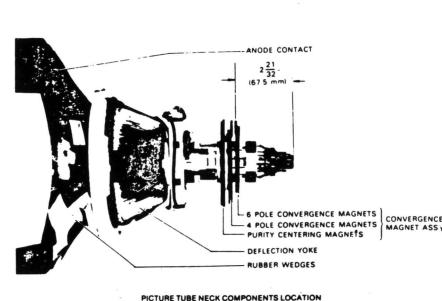


Figure 11

Electrohome Service Set-Up Procedure

NOTE: All monitors are equipped with automatic degaussing coils which effectively demagnetize the picture tube each time the monitor is turned on. The degaussing coils will operate any time the set is turned on after having been off for at least five minutes.

The degaussing effect is confined to the picture tube since the coils are mounted on the ferrous tube shield. Should any part of the chassis or cabinet become magnetized, it will be necessary to degauss the affected area by means of a manual degaussing coil. Move the coil slowly around the CRT face area, then slowly withdraw for a distance of six feet before disconnecting the coil from the AC power supply. Normally little, if any adjustment should be necessary. However, when a picture tube, yoke or similar component is replaced, preliminary static convergence should be done before attempting purity adjustment, and so on.

Set up should be done in a north/south direction. Horizontal and vertical centering taps should be set to the centre position if a major component has been changed.

1.0 Purity

- 1.1 Loosen yoke retaining clamp (Fig. 2), remove adhesive material fixing wedges to CRT. Remove wedges completely and clean off dried adhesive from picture tube and wedges.
- 1.2 A small quantity of "nail polish" has been used to lock the purity convergence rings in place. This seal must be broken with a sharp tipped instrument before any adjustments are attempted. Some models also use a locking ring at either end of the purity and convergence rings. This must be loosened before adjustments are made. It goes without saying that upon completion of all adjustments, the lock must be reset and/or a dab of paint or nail polish must be reapplied to edge of rings to prevent movement.
- 1.3 Connect an appropriate signal source, e.g. Electrohome RGB generator producing a white field plus individual red, green and blue fields.

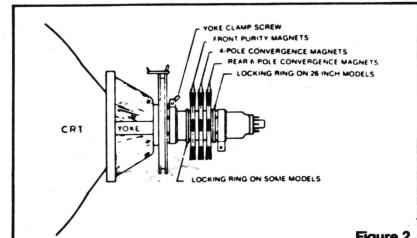


Figure 2

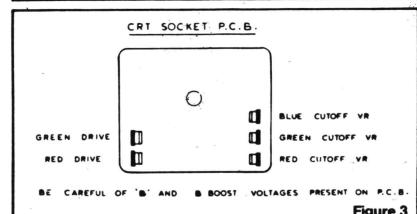


Figure 3

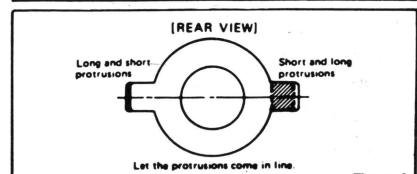


Figure 4

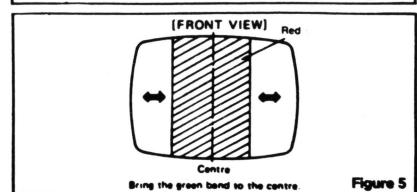


Figure 5

- 1.4 Bring the long and short purity tab protrusions in line with each other to obtain near-zero magnetic field (Fig. 4). (In some cases bring the flat and indented tabs together to obtain zero field.) Protrusions can then be vertical, horizontal or at any convenient angle to start.
- 1.5 Turn off the green and blue fields and adjust set-up controls to produce a red field. (See Fig. 3)
- 1.6 Pull the deflection yoke back so that a red band appears in the centre of the screen.
- 1.7 Spread the tabs apart as little as necessary and rotate both rings together to center the red band horizontally on the face of the CRT (approximate). (See Fig. 5)
- 1.8 Slide the yoke towards the bell of the picture tube slowly to obtain a uniform red field (pure in color) across the entire tube face. Jiggle back and forth slightly as necessary. Lightly tighten yoke retaining clamp.
- 1.9 Momentarily switch on a cross-hatch signal and rotate yoke to level the pattern on the face of CRT.
- 1.10 Return generator to regain red raster.
- 1.11 Turn off red field and check for pure field for each of the green and blue fields. Reposition yoke if necessary to obtain optimum purity on all fields.
- 1.12 Tighten yoke retaining clamp to prevent yoke shift or rotation. (Do not install wedges at this time.)

White Balance

White balance gives the raster a grayish white screen with the video cable disconnected. Properly adjusted makes the colors on the screen their correct hue (shade of color).

The adjustments for white balance are located on the neckboard. Here there are three controls next to each other. These are the red, blue and green screen controls. Two other controls together on the neckboard are for adjusting the highlights. This adjustment can be accomplished with no signal connected. First, set the two drive controls (these are the controls for setting the highlights) to their mechanical center. Turn the G2 screen control and three color screen controls (also referred to as cut-offs) to minimum (fully counter clockwise).

Slowly turn up the G2 screen control until the first faint color appears, notice which color it is, back off the G2 control to the edge of visibility. Next, bring up the other two color cut-offs to match the appearing faint color. Adjust the two cut-offs so a faint greyish screen is obtained. After this is completed, turn down the G2 screen control just until the raster diminishes into black. Turn off monitor, reconnect video cable and power up. The colors of the game should now look as best as possible.

The two drives adjust the highlights of the images. These controls change the color tint of the white images or letters to a purer white.

Wells-Gardner

BLACK AND WHITE TRACKING (With R/G/B. inputs grounded)

1. Set Black Level Control (VR201) to mid point.
2. Set Red and Blue Drive Controls (VR401 & VR402) to their mechanical center.
3. Set the G2 Screen Control (VR406) and the 3 Cut-off Controls (VR403, VR404, & VR405) to minimum (CCW).
4. Slowly turn up G2 screen control until the first faint color appears.
5. Slowly turn up the other two color cut-off controls in turn to match the first.
6. Remove ground from R/G/B inputs. Adjust Red and Blue Drive Controls (VR401 & VR402) for white screen.

Electrohome

White Balance (Grey Scale Tracking)

Refer to figure 3. Do the following in subdued light:

Note this adjustment can be accomplished with no signal connected; e.g.: input connector open or if a signal generator is connected, switch off all 3 inputs at the generator.

Set red and green drive controls to their mechanical center and turn the common G2 screen control and 3 cut-off controls to minimum (fully counterclockwise).

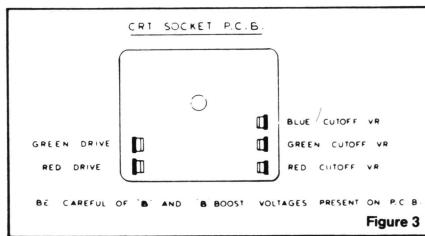
Slowly turn up G2 screen control until the first faint color appears, then back off to edge of visibility. Do not touch the associated cut-off control—it should stay fully CCW for the remaining set-up.

Slowly turn up the other two cut-off controls in turn to match the first. This should result in the faintest grey.

Turn on the signal generator with all 3 inputs on. (A crosshatch pattern would be appropriate.)

Adjust the red and green drive controls for "neutral white" on high white picture areas. Generally these controls will be left at mech. centre.

Note: When monitor is re-connected with the game the screen control (G2) may require a slight adjustment to obtain proper black level. (The black portion of picture just extinguished.)



Convergence

So far, we have discussed how purity is needed to give pure color screens. Now we need to discuss a little bit on the topic of Convergence.

A Triad in the CRT is referred to one set of red, green, and blue phosphor dots. There are many groups of triads on the screen, but only the color dots in each set of the particular triad must the electron beams strike. If the electron beams strike the color phosphor outside of its color triad, then the lines and images at that particular part of the screen will be misconverged. Misconvergence leaves a trailing edge of color (red, blue, or green), alongside of an image in that area of where the convergence is off. The static convergence deals mainly with the center portion of the screen. The dynamic handles the outer edges of the CRT.

The deflection systems (horizontal and vertical) has least effect on the screen in the center. The static convergence is the process of aiming the three electron beams at the center of the screen.

During the time of converging a monitor, it is much easier done when a cross-hatch or dot-pattern is generated on the screen. In the game's self test mode, a cross-hatch pattern can be locked up on the screen. Working on the monitor on a bench a RGB service generator can be used. Once the pattern is displayed, the correction adjustments can then be made for proper convergence.

There are two kinds of color picture tubes; ~~and~~ and an in-line. These names are given from the configuration of the electron guns. The Electrohome G07-CBO and Wells Gardner K4600 series utilizes the in-line CRT, in-line meaning the three color guns are in-line with each other (in a horizontal plane). The way the guns are set-up in an in-line tube makes setting up convergence rather simple.

In order to converge the monitor the purity should be completed first. Secondly, the static convergence, and then finally the dynamic convergence.

For static convergence, refer to the set-up procedures on the particular monitor being used. Find the figure which shows the convergence magnet rings on the neck of the tube. Remember the pair of rings nearest the bell of the tube is for purity. The middle pair converges the red and blue together.

There are two rings per pair. One ring will converge the red and blue horizontal lines. The other ring converges the vertical lines of the red and blue. To converge the green onto the red and blue, the last set of rings closest to the neckboard is used. Again, one

ring will converge the green onto the red and blue horizontally, the other vertically. It may be needed to go back and touch up the red and blue rings.

The static convergence is only for adjusting the center portion of the screen. The dynamic convergence is for the outer edges of the CRT. This is done after purity, white balance and the static convergence is completed. With the rubber wedges being out from between the CRT and yoke, slightly loosen the yoke fastening screw. Tilting the yoke up or down and left or right, causes the cross hatch pattern on the top, bottom, and sides to separate the colors of red, blue, and green. Position the yoke so the outer edges converge properly, then tighten the fastening screw on the yoke. If the entire yoke is turned on the neck of the tube, the screen will be on a slant. Replace the rubber wedges.

Normally, convergence is only needed during a CRT replacement. The following pages list the manufacturer's set-up procedures regarding convergence.

Wells-Gardner

STATIC CONVERGENCE ADJUSTMENT

A recently developed Deflection Yoke and Electron Guns construction has been used on this equipment in combination with In-Line Guns and Black Stripe Screen to make a barrel-type magnetic-field distribution for vertical deflection and a pin-cushion-type magnetic field for horizontal deflection with which a self-converging system can be obtained. This type is different from conventional unity-magnetic field distribution type deflection yoke, 4-Pole Magnets and 6-Pole Magnets are employed for static convergence instead of a Convergence Yoke.

1. A cross hatch signal should be connected to the monitor.
2. A pair of 4-Pole Convergence Magnets are provided and adjusted to converge the blue and red beams. When the Pole opens to the left and right 45° symmetrically, the magnetic field maximizes. Red and blue beams move to the left and right oppositely (See Figs. 7-a and 7-b). Variation of the angle between the tabs adjusts the convergence of red and blue vertical lines. When both 4-Pole Convergence Magnet Tabs are rotated as a pair, the convergence of the red and blue horizontal lines is adjusted.
3. A pair of 6-Pole Convergence Magnets are also provided and adjusted to converge the magenta (red + blue) to green beams. When the Pole opens to the left and right 30° symmetrically, the magnetic field is maximized. Red and blue beams both move to the left and right (See Figs. 8-c and 8-d). Variation of the opening angle adjusts the convergence of magenta to green vertical lines. When both 6-Pole Convergence Magnet Tabs are rotated as a pair the convergence of magenta to green horizontal lines is adjusted.

PRECISE ADJUSTMENT OF DYNAMIC CONVERGENCE (See Figs. 10 and 11)

1. Feed a cross hatch signal to the monitor.
2. Insert the temporary wedge and fix Deflection Yoke so as to obtain the best circumference convergence (See Figs. 10 and 11).
NOTE:
The temporary wedges may need to be moved during adjustments.
3. Insert three rubber wedges to the position as shown in Fig. 9 to obtain the best circumference convergence.

NOTE:

- 1) Tilting the angle of the yoke up and down adjusts the crossover of both vertical and horizontal red and blue lines. See Fig. 10 (a) and (b).
- 2) Tilting the angle of the yoke sideways adjusts the parallel convergence of both horizontal and vertical lines at the edges of the screen. See Fig. 11-a and b.
- 3) Use three rubber wedges (thick and thin rubber wedges are used for a purpose).
- 4) The angle of each rubber wedge is shown in Fig. 9.
- 5) After three rubber wedges have been inserted, pull out the temporary wedge.
- 6) Fix the rubber wedges with chloroprene rubber adhesive.

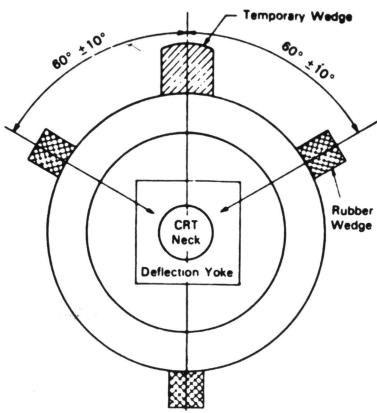


Figure 9

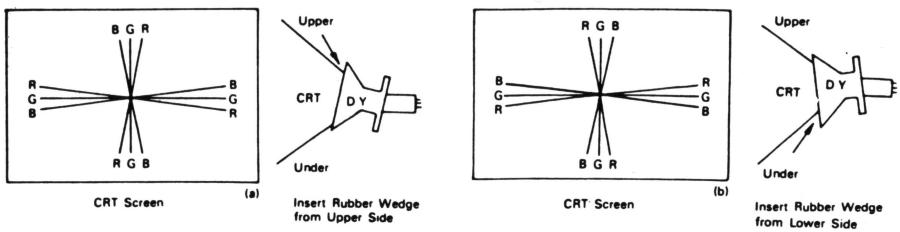


Figure 10

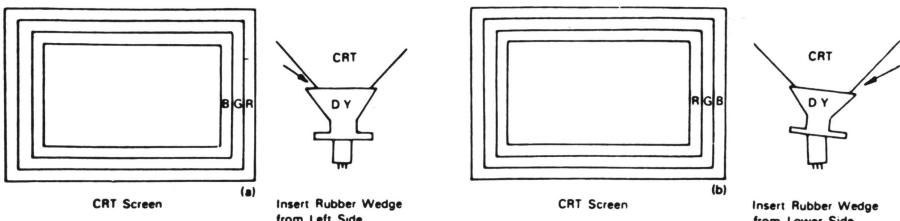


Figure 11

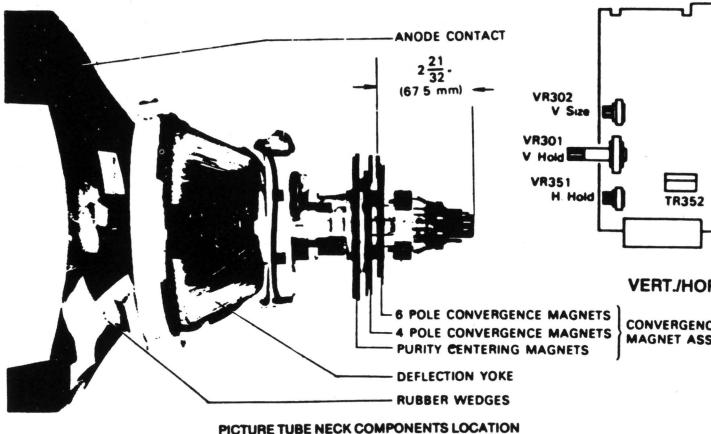


Figure 12

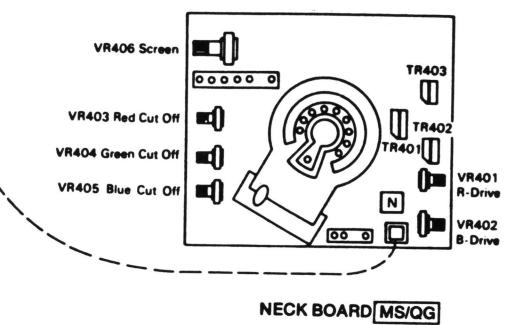


Figure 13

Electrohome

2.0 Static and Dynamic Convergence

NOTE: Static convergence is achieved by four magnets located on the neck, nearest the base of the picture tube, Fig. 2. The middle pair of magnetic rings are adjusted to converge the blue and red crosshatch lines. The rear pair of convergence rings (closest to the base of the picture tube) are adjusted to converge the magenta (blue/red) to the green crosshatch lines. Dynamic convergence is achieved by tilting the deflection yoke up-down and left-right.

- 1 Ensure that the controls misadjusted during purity setup (screen, cut-off, etc.) are set to give white balance. See 3.0 below.
- 2 Switch generator to the crosshatch pattern.
- 3 Adjust convergence around the edges of the picture tube by tilting the yoke up-down and left-right, and temporarily install one wedge at the top of the yoke or in a more optimum position. (Figs. 8, 9, 10)
- 4 Turn off green input and turn on the red and blue input.
- 5 Rotate the 4-pole (middle) pair of magnets as a unit to minimize separation of the red and blue crosshatch lines around the center of the screen (Fig. 6). Variation of the angle between the tabs adjusts convergence of red and blue. (Tilt yoke as required to converge red and blue at the edges as in 2.3 above.)
- 6 Turn on green input to obtain magenta (red/blue) and green crosshatch lines. Rotate the 6-pole (rear) pair of magnets as a unit to minimize separation of the magenta and green lines (Fig. 7). Vary angle between the two tabs and further rotate as a unit to finalize.

- 2.7 When convergence of 3 colors is optimized (static in center and dynamic around edges) apply stripe of paint or nail polish to convergence magnet rings to prevent movement. If applicable, tighten locking ring carefully.

- 2.8 Remove temporary wedge from yoke. Tilt yoke in up-down and left-right direction for best circumferential convergence and install 3 wedges. (It is best to use 3 new wedges since they have adhesive backing. Simply pull off tape, slide wedge in place and press outer flap down firmly. For more permanency apply small quantity of silastic or similar material at junction of wedges and picture tube. Do not disturb while material is setting. (Order wedges by part number 39-1233-01).

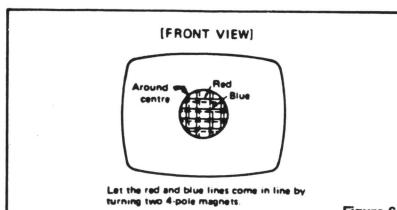


Figure 6

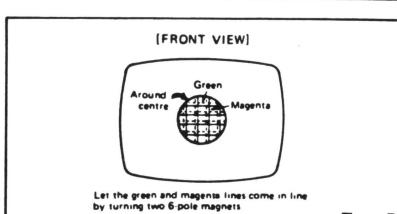
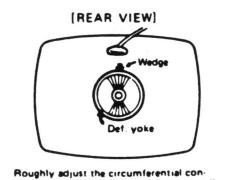


Figure 7



Roughly adjust the circumferential convergence and install one wedge temporarily.

Figure 8

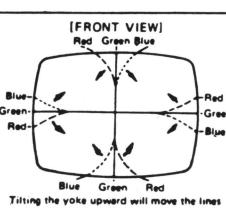


Figure 9

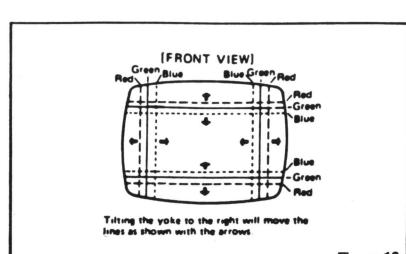


Figure 10

Coin Operated "Century Dartes"

Manufactured Under Strict Quality

Control By "IDEA"

Industrial Design Electronic Associates, Inc. (IDEA), the maker of 'Century Dartes,' 'Royal Dartes,' and the electronics reaction game 'Blitz,' is a design and manufacturing firm based in Sycamore, Ill.

The company, headed by **Don and Bonnie DeVale**, first introduced its electronically-scored dart game, 'Century Dartes,' in May 1983. 'Royal Dartes,' which has new graphics and a classic design, was introduced at the AMOA Expo in New Orleans.

Both dart games feature the international official-sized target and a sophisticated software program, copyrighted under the name "**Tru-Score**," which minimizes electronic scoring errors.

According to V.P. Bonnie DeVale, seven versions of software were written before IDEA's Engineering Department was satisfied with the performance of the scoring routines written for the company's dart games.

With the **Tru-Score system**, one processor has been dedicated to doing nothing more than "watching" the dart board and figuring out which are real dart scores and which are false.

A false score may occur if the dart thrown hits another dart that is already in the board, causing it to score again. If the dart thrown lands in the same "point sector" as the dart already in the board, the score is accurate, but if it lands in another sector, then the points registered are incorrect.

IDEA's Tru-Score software continually scans the dart board at a high rate and remembers everything that occurs during a player's turn. After a dart is thrown, the microcomputer (an Intel 8048 single chip computer) performs a number of calculations and comparisons to determine the actual dart score. Once determined, a code for the actual score is sent to the other microcomputer (an Intel 8051 single

chip computer, which runs the rest of the game) and the player's actual score is then computed.

The same dedication to quality goes into every step of the production process at **IDEA**, where the use of modern production techniques is combined with the pride of individual craftsmanship.

100 Hour Test On Each Game

The individual sub-assemblies of the games are all tested in IDEA's Quality Control Department and "burned in" (a method which simulates actual use) for 100 hours.

They are put into the games only after they pass this stage and are then re-tested.

After each game is assembled, the whole game is "burned in" and tested once again before it is shipped. This is a long process but, according to Ms. DeVale, the company feels it is well worth it since it greatly reduces the possibility of problems occurring once the game is on location.

For more information on 'Century Dartes,' 'Royal Dartes,' or 'Blitz,' contact the company at: IDEA, Route 1, Sycamore, IL 60178; 815/895-8188.

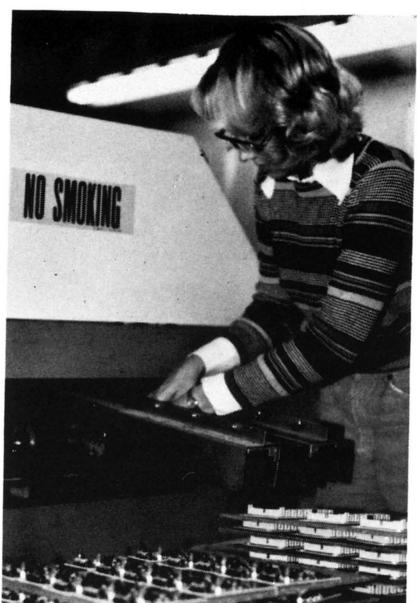
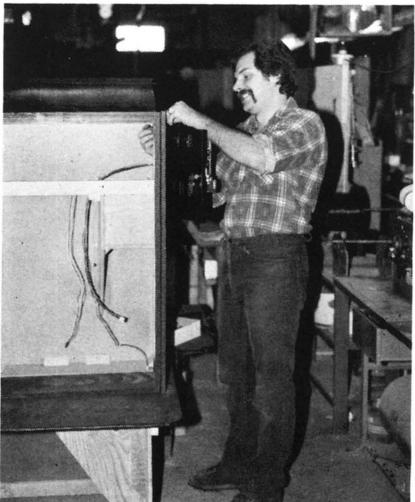
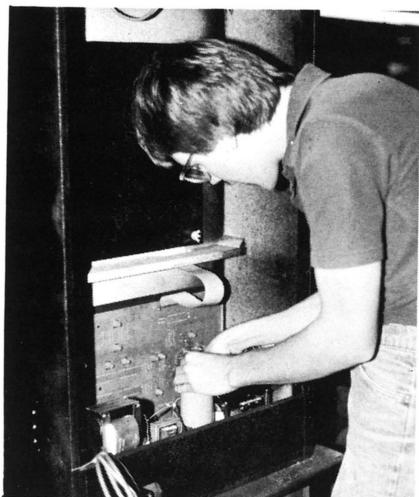
Below is a pictorial tour of IDEA's factory, the makers of "Century Dartes" and "Royal Dartes":



1. A design engineer, in front of a design tool used for creating the dart game, works on a software change.

2. Members of the technical arts department check the game's bill of material. In production, all components are assembled by hand and carefully checked against blueprints.

3. Also, each game cabinet is carefully crafted with even further quality insured by the quality control department, shown here debugging a game. Printed circuit boards are loaded into a machine which can solder over 1,000 each day.



4. Inside the cabinet careful adjustments are made to the power supply and main PC board. Each silkscreened panel is carefully laid in place over the dart game's face and scoring panel (which contains the computers that control the unit's func-

tions). The coin box is then installed into the bottom of the game cabinet.

5. And last but not least, 'Century Dartes' games are lined up for their "final exam" before hitting the streets — a 100 hour test!



Its history is rooted in the Middle Ages, but today the game of darts has come of age. Celebrating the 100th birthday of the modern game:

CENTURY DARTES

ELECTRONICALLY SCORED GAME OF SKILL

- Official dartboard size—bull's-eye height.
- 5 challenging games: 301, 501, High Score, Shanghai, Scram.
- Fast multiple player time—high revenue producer.
- A natural for leagues and tournaments.
- Unique classic styling



Distributor Inquiries Invited

idea®

Industrial Design Electronic Associates, Inc.
Route One
Sycamore, Illinois USA 60178
Telephone (815) 895-8188
Telex 433-0077-TSPN
ATTN: IDEA

Coin Operated Tire Inflation Air-Serv Machines Provides A Needed Service Today's Gas Retailers Can't Meet



The coin-vend tire inflation business is growing rapidly because today's service stations are ignoring the needs of the public.

Some of the comments made by many operators who have added Air-serv machines to their routes are:

- "You don't have to move them ever. You put an Air-serv on one location and leave it."
- "As a dealer I get a 75% share of the profits, compared to 50% with amusements."
- "The machines have a ten year useful earnings life, compared with six months to a year for a video game."
- "You don't need to service them as often. They're so reliable, monthly maintenance virtually insures trouble-free operation. An Air-serv is absolutely a superior machine."
- "They provide a necessity, not a luxury. Dips and dives in the economy barely affect my profits" . . . There are always cars!"

The management of AIR-vend®, Inc. believes in soliciting input from its dealers across the country.

As a result, a new cabinet design incorporates improvements that enhance the unit's operating efficiency, as well as providing added security against vandalism.

The new AIR-serv® Model A20C, introduced to the market on April 1, 1984, features a completely-redesigned cabinet. The door of the unit is now vault mounted, recessed and hinged from the inside to

eliminate any possibility of prying the door open during a burglary or vandalism attempt.

Another major breakthrough is the exclusive (and newly patented) heavy-duty locking bar and recessed locking chamber, both of which are hidden from view. This provides added integrity for the unit. The coin vault has also been enlarged to hold \$700 in coins.

The A20C's interior was completely redesigned. The unit now incorporates the exclusive POWER-SERV™ compressor, which delivers 68% more air than standard competitive models, and has a duty life cycle 25% above the industry norm.

In addition, a new louver configuration maximizes ventilation and air flow. This improved cooling ensures extended life to all components housed within the cabinet.

AIR-serv is manufactured by AIR-vend, Inc., the leading marketer of coin-operated tire inflation equipment. The AIR-serv Model A20C is now available for immediate shipment.

Other units in the AIR-serv line, including AIR/WATER, FREE AIR, and vacuums, are also available with the new cabinet and compressor. For additional information, contact, **AIR-vend, Inc., 9817 Valley View Rd., Eden Prairie, MN 55344, or call 612-944-3604.**

Digital Controls Intros First Upright

In a move the company calls "a broadening commitment to the coin game industry," **Digital Controls, Inc., has begun manufacturing upright videos.** The Atlanta-based firm, which identified the market for countertop games in 1981 and has been marketing all of its games in countertop cabinets, introduced its first upright video, **Lode Runner**, at the AMOA convention, October 24-27 in Chicago.

Lode Runner, licensed from Irem, has been riding high on the Japanese charts since it first landed on location there in August. Irem already has developed two conversions to be released for **Lode Runner**.

"Digital Controls created a new market when it introduced amuse-

ment countertop games, a market that provided solid returns for operators who were struggling in a soft upright market," noted **Marty Glazman**, Digital Controls Vice President of Marketing. "Now the marketplace is ready for new innovative upright games."

"We're going to produce a broad range of new games," Glazman continued. "We're adopting an aggressive stance that will include seeking out the best game concepts we can find, developing new and pervading marketing strategies. We're backed by an in-house development staff whose knowledge of computer and video technologies is unsurpassed and they will continue to provide us with technological innovation."

Bulk Vending Has A Talking Vendor

The New Talking Vender,® the only major advancement in Bulk Vending in 30 years, offers an exciting new concept to the already proven and accepted Bulk Vendor.

The vending machine is only a method of selling a product.

With the New Talking Vendor you add a new colourful picture display, a new attention-getting sound, and a new product. When your customer inserts a quarter, a Recorded Message is heard and the product is dispensed.

The increase in sales enjoyed with the New Talking Vendor is easy to see.

Talking Vendor Co.
P.O. Box 326, Chatham
Ontario. N7M 5K4
Phone 519-351-2181



SMS Introduces New Game Hit — “Super Winner Shuffle”

SMS Manufacturing Corporation, the premiere manufacturer of coin-operated video card games, attracted quite a bit of attention with the introduction of its newest game machine, “**Super Winner Shuffle**,” at the recent Amusement and Music Operators Association Expo held in Chicago.

Super Winner Shuffle is a truly versatile multiple-game machine that is designed to fit the needs of every operator. Included in Super Winner Shuffle are Hi-Low Double Up Joker Poker Deluxe, Black Jack, Acey-Deucey, Showdown, Snake Eyes and Sure Shot.

Super Winner Shuffle is ideally suited as a total on-line system.

Operators who don't need a multiple-game configuration may purchase any of the Super Winner Shuffle games as individual dedicated units as well. These dedicated units are equipped with their own glass displaying player instructions, and this feature increases player acceptance and lessens confusion.

With its introduction at the AMOA show, Super Winner Shuffle caused a flurry of excitement and attracted lots of attention. **Jim Pietrangelo**, National Sales Manager of SMS, said, “Judging by the warm reception Super Winner Shuffle received at the show, we feel we have a real winner in our camp.”

Pietrangelo continued, “We're very proud of this lineup; the whole concept for Super Winner Shuffle has been under development for over a year. It's the final result of hundreds of hours of development and field testing. We're really excited about it!”

Additionally, SMS is currently testing a non-card video game which may be licensed. The company is also actively seeking good new non-card video games to license in order to supply a broader segment of the coin-op market.

For more information about Super Winner Shuffle or other games and products in the SMS line, contact the firm directly at:

201-295-2777 (in New Jersey).

Game Plan Pinball

The newest pinball addition from **Game Plan Inc.** is “**AGENTS 777**”.

According to company sources **Wendell McAdams**, Executive Vice President & **Hugh Gorman** Vice President of Marketing, “this new flipper is loaded with enormous player appeal designed to generate substantial profits”.

Mr. Gorman advises that they were extremely gratified with the excellent response received at the Show, and to our delight, the original production levels have been revised upwards to meet the field's demand.

“This splendid new piece blends the best of graphics and play action for highest possible return on investment. Players will join AGENTS 777 (Elliot Nest, Melvin Nervous & J. Edgar Snooper) in an entertainment adventure with slot machine characters symbolized by DA Barker, Cherries Jewel



Ballie, Bella D. Ball, the Orange Crusher, and Al Caplum.”

Among other features, this new flipper includes ‘lightning fast play action, maximum ball control, a multitude of skill shots, dual access to top, slot machine playfield area awards, up to 10X regular multipliers, plus 2X-3X-4X Super Bonus Multiplier, stationary targets, drop targets, spinner, extra flipper, etc. In addition, exciting audio includes get-a-way, sirens, explosions, gun fire, jack pot bell, etc.”

Sample distributor shipments of AGENTS 777 commenced in early October 1984 and the new flipper was on display at the forthcoming AMOA Convention.

FOR FURTHER INFORMATION
CONTACT GAME PLAN INC., 1515
W. FULLERTON AVE., ADDISON,
ILL., TEL# (312) 628-8200, TLX#
20-6098.



If you own a Klopp coin counter made before 1982 and order a replacement top, the new part is going to look different from the old one. Made of cast aluminum, the new top is said to be larger and more rugged than earlier models and “provides greater protection...when it is in the closed position,” says the manufacturer.

The new design is said to weigh approximately the same as the old sheet metal top and to fit Klopps up to 12 years old.

For distributor referral, contact Klopp at 4502 63rd Circle North, P.O. Box 708, Pinellas Park, FL 34290-0708; (813) 522-9425.



Bally Sente Debuts "Trivial Pursuit" Video Game Game Provides Players With Answers

This new game is compatible with all Sente Arcade Computer (SAC I) interchangeable game system offerings.

Bally Sente engineers and executives unveiled the first video game version of America's most popular board game "Trivial Pursuit" at the Amusement and Music Operator's Association (AMOA) convention.

In the new video game version of "Trivial Pursuit" one to four players may participate and each gets the opportunity to "identify" themselves with one of four animated game pieces. These characters are: "Baron von Rightoften", a World War I flying ace; "Cleofactora", a knowledgeable Nile siren; "Smartacus", a well-tutored Spartan; and "Billy Genius", an enlightened Michael Jackson lookalike.

Each of these characters walks across a rectangular game board that's segmented into squares depicting the following categories: Arts & Leisure; History & Geography; Sports & Entertainment and Science & Nature.

Although the player determines the clockwise or counterclockwise movement of his gamepiece, the number of spaces traveled is indicated by a computerized roll of the dice. When the piece stops on one of the category blocks the player is presented with an appropriate question from the category.

The expanding SAC 1 library

premiered six additions

at the AMOA convention.



Game Provides Players With Answers

Unlike the board version, the video game will provide the "Trivial Pursuit" player with a series of answers, one at a time. It is the player's role to decide which answer is correct or incorrect. Three incorrect answers result in disqualification. If the player's character lands on a corner block, he or she gets to enter the "Think Tank" where a random question is posed. The player who lands on all four corner squares and answers each "Think Tank" question correctly is declared victorious and is treated to a fanfare.

As noted earlier, three incorrectly answered questions result in disqualification. However, should that player wish to retain the previously acquired "Think Tank" pieces, he can do so by adding a coin during a specified time period.

All questions are taken from the popular "Trivial Pursuit" board game.

New Low Cost Mini Mint

Ameraplex has announced a new game called **Mini Mint**. The Company has labeled their new game a Micro Game because of its extraordinary small size.

Mini Mint stands a mere 5-3/4" tall . . . It is 11" wide by 10" deep. The Company said the game has been designed small so that it can be placed in a wide variety of locations, some of which simply had no room for games. Since Mini Mint is aimed at adult game play, it is most suitable for placement in hotels, restaurants, bars, taverns, clubs, truck stops, pizza parlors, etc., etc. A Steel security fastener is provided at the rear of the machine to prevent theft. Despite the game's very small size, it packs an amazing amount of computer power into its cabinet.

By using the latest electronic wizardry available, Ameraplex has actually succeeded in **housing six games within Mini Mint**. Mini Mint gives a player (s) a choice of Draw Poker, Blackjack, Dice, Acey Ducey, Slots, and War. One or two players can play the machine. Players are guided through the game by illuminated touch switches and a fully electronic

flat display screen. According to the Company, accurate game simulations are provided by the game.

The Company claimed the game is legal in all areas because no gambling meters are provided. Mini Mint entertains players through a wide variety of funny phrases as well as numerous musical reward songs. The game is made from steel and Lexan and according to the manufacturer is very durable. Its steel coin box holds a surprising \$350 in coins. The coin acceptor is all electronic, and the game has no moving mechanical parts. In addition, Ameraplex says Mini Mint is protected against liquid spills and has a built in electronic abuse detector.

For further information contact Ameraplex, 11589 Barranca Rd., Camarillo, CA., 93010, Phone (805) 388-0991.



The new 200-selection phonograph from **Rowe (Golden 89)** features attractive high tech styling and a full-range stereo sound.

Inside the large lower grille is Rowe's new dual channel three-way speaker system that produces a sound quality that the manufacturer claims exceeds many high-grade home component systems.

The new selector keyboard and the new easy-to-read price card are back lit and two rhythmically pulsating bar graphs keep the action going.

Rowe Intros Golden 89 Phono

Other new features of the **Golden 89** are its four separate digital displays that show exactly what's happening and when. A newly redesigned central micro-computer gives the operator more control than in the past and is video-ready.

A dazzling new lighting design; a relocated selector, coin inlet, bill acceptor, and price card to the far right side of the phono; and a raised title rack for easier viewing are also new features in this Rowe phono.

As on other Rowe phonos, the OBA bill acceptor is standard. It accepts both \$1 and \$5 bills and has been proven to increase collections measurably by encouraging overplay and special offers.

All-front accessibility, LED readouts, trouble-shooting charts, and modular components simplify service and maintenance. Rowe's unique five-year warranty covers all moving parts and a two-year warranty covers electronics.

Digital Controls Appointment

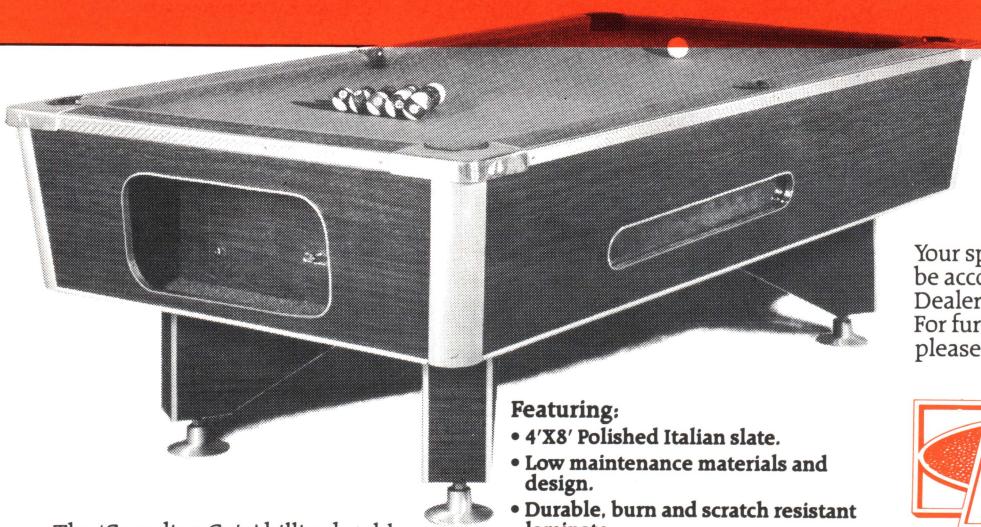
Neal Smithweck has been named Director of Sales for **Digital Controls, Inc.**, the Atlanta-based manufacturer of countertop and upright video games. He will be responsible for coordinating the company's domestic and international games sales effort.

"Neal's appointment is particularly important in light of our current expansion into the upright market," noted Digital Controls Vice President of Marketing **Marty Glazman**. "He will help us implement our broadened commitment to the industry which includes widening our distributor base to include more of the nation's top distributing outlets."

From 1975 to 1983, Smithweck was at **William Electronics**. Hired to train the firm's technicians, Smithweck became a Regional Sales Manager for the Chicago game manufacturer in 1981.

Prior to coming to Digital Controls, Smithweck had been with **Bally/Sente** as Director of Sales.

Canadian Coin Guaranteed Satisfaction at \$1995.



The 'Canadian Coin' billiards table is made in Canada to exacting standards by **NATIONAL Billiards**, the leader in billiard tables. If it does not perform better than any comparable table on the market your money will be cheerfully refunded.

Featuring:

- 4' X 8' Polished Italian slate.
- Low maintenance materials and design.
- Durable, burn and scratch resistant laminate.
- Sturdy, all-wood construction.
- New runway system, unaffected by small foreign objects, chalk-blocks etc.
- Inexpensive standard weight / non-magnetic cue ball.
- Locking clean-out access port.

Your specific decor requirements can be accommodated upon request. Dealer inquiries invited. For further information, please call or write.



NATIONAL
Billiards & Shuffleboards

7650 20th Street,
Burnaby, B.C. V3N 2Y8
Telephone 604-520-6381

Coin Versions Appointed Distributor For Chexx Ice Hockey And Crown Vending



Robert Marcovitch

Robert Marcovitch, a well-known figure to coin machine operators in the games field having worked for **New Way Sales Ltd. of Toronto** for four years as a

Salesman, has formed his own company, **Coin Versions Inc.**, located in Toronto, Ontario.

Robert is fluently bi-lingual and has many acquaintances in the Quebec games field as well.

Mr. Steve Hochman of Crown Vending Corp. has appointed Coin Conversions as the authorized Canadian direct factory distributor for their games, parts, supplies, and services for all of Crown Vending Corp. products games, and conversion kits.

The top hits and sellers now are **"Super Bike"** and **"Hero in The Castle of Doom** kits.

For further data, contact:

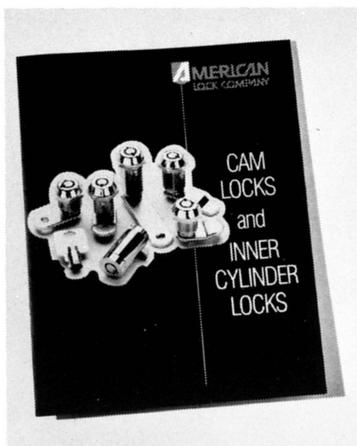
Robert Marcovitch,

Coin Conversions, Inc.

884 Sheppard Ave. W., Toronto, Ont.

M3H 2T5 Phone: 416-633-9764 416-582-2385

Cam Locks And Inner Cylinder Locks Detailed In New American Lock Brochure



AMERICAN LOCK COMPANY, Crete, Illinois has developed a new four-page, full-color brochure detailing its new lines of Cam Locks and Inner Cylinder Locks. The brochure provides dimensional and design information on both lines as well as explaining special options and service kits that are available.

Both the Cam Locks and Inner Cylinder Locks feature seven-pin tubular (round key) security and are keyable to each other in addition to being keyable to Chicago Ace and Ace II, Fort Gem and other tubular key locks.

American Lock Cam Locks have a nickel-plated body and a hardened steel, anti-drill security pin. Removable zinc-plated flat and off-set cams provide for versatile design applications. Available with 90° and 180° stops,

with multiple key pull options and more than 50,000 key changes which can be ordered either keyed alike or keyed differently.

American Lock Inner Cylinder Locks are adaptable to most standard "pop-out" door handle locking mechanisms. Hardened steel face resists drilling and a hardened steel locking bolt resists pulling. More than 50,000 standard key changes available either keyed alike or keyed differently.

For a free copy of the new American Lock Cam Locks and Inner Cylinder Locks brochure, contact:

Al Vencura
AMERICAN LOCK COMPANY
3400 W. Exchange Road
Crete, Illinois 60417
(312) 534-2000

NSM's 'CITY II' Dist'd By Gilchrist Vending

Loewen America introduced a new, 160-selection NSM jukebox for the trade, **the "City II"**. Sporting an attractive cabinet design with a visible mech, NSM's Director of Sales **Bob Lentz** says the new 'City II' is "really a great machine!"

The new box has two channels each with 100 watts of music power. Two speakers are located in separate lower compartments, while two high-frequency speakers are located in the hood — one on the left and one on the

right.

'City II' is not without its share of computer technology. With it, pricing structures can be variably programmed, the most-played records, can be displayed and, while in the service program, the least-played singles can also be read out. An automatic random play of a top record can also be programmed.

More information on the new 'City II' can be obtained by contacting: **Gilchrist Vending, Toronto, Ontario**



Programming Your Juke Box For Double Revenue

Speech Given At The Recent A.M.O.A. Convention By Rus Strahan, President Of Loewen-America Incorporated



ROWE'S "GOLDEN 89"

At last autumn's A.M.O.A. show and convention in Chicago, Juke Boxes and Music matters received more attention than they have for many, many years. This is indicative of the renewed interest by Operators in what a decade ago and past was the mainstay of the Operating Industry. Juke Boxes rarely achieve the high weekly return associated with the best video and pin games, but since the boom days these figures are often not all that great. In fact many videos these days do not return any more money than do Juke Boxes.

"These days figures" out of the U.S. reveal that the National average "take" from Juke Boxes is \$54.00 (Canadian) per week. However, unlike videos, Juke Boxes, if well programmed will go on producing this revenue and more, week after week, year after year, often for ten years. Thus return on investment is exceptionally long term, something which many Operators tend to ignore.

At the 1984 A.M.O.A. convention/show one of the numerous seminars was entitled "**Programming your Juke Box for Double Revenue**", was conducted by ex-operator **Russel Strahan who is of Loewen-America Incorporated**, the U.S. subsidiary of the well known West Germany N.S.M. coin-operated Juke Box manufacturer. Mr. Strachan in his lecture, reminded Juke Box Operators of numbers of well proven ways to improve their businesses as well as of-

ferring suggestions which were undoubtedly new to many Operators, particularly those who have come into the business within the last decade. Much of what Mr. Strachan had to say revolved around the merchandising of the Juke Box and the entertainment it provided at the actual location . . . where all the action is at.

Starting out his talk, Mr. Strachan began by emphasizing the importance of keeping Juke Boxes on locations up to a high degree of attractiveness. He said that alike to pinball and video games, Juke Boxes should always appear clean, bright, well lit and with everything working properly. This also applied to the actual location of the Juke Box, and importantly the title strips within it.

The object is to attract people at a location to the Juke Box and make them want to play it.

Part of the image of the Juke Box is also provided by the operating firm's people who appear at locations to service and collect from Juke Boxes. These people should be clean, tidy, interested and courteous to location personnel and customers. These people should foster and maintain friendly relations with these people. They should talk to people, solicit their complaints and preferences, and see that action is taken to provide the music and service wanted . . . To this end, he suggested that the personal touch did wonders for programming.

Asking and taking note of what locations' customers wanted to hear and posting lists for them to write up their requests was, he thought, a better way of programming than merely filling up Juke Boxes with hits. He also believed that good advice on selecting Juke Box records was provided by the "One Stops." As to requests listed on title strips, the speaker said that a person going over to play a Juke Box would often see someone else's requests and play them too as well as his or her own.

Further in respect of programming, he noted that it was important that servicing or collection personnel check the Juke Box's playmeters in order to record what every record within gramophone was doing. Often times this is not done . . . and only the records thought to be most popular were checked for frequency of play . . . this could lead to wrong conclusions being drawn. Manufacturers provide their Juke Boxes with capabilities which should be fully used to get the maximum utility from them.

Pricing received a great deal of emphasis from the Loewen-America President and his remarks applied to the U.S. scene where we understand Juke Box play prices have generally remained at much lower levels than have prevailed in Canada for many years. Mr. Strahan said that the most obvious way for Operators to increase their revenues was simply to go to 25¢ per play pricing. To get to that level he suggested 3 plays for 50¢ would "ease the blow" to customers. Some Operators had found dollar bill validation/acceptors helped in setting a 25¢ single play price. Justification for 25¢ play was to be found in the fact that prices

Continued on page 48

Manufacturers And Distributors Unite

In a joint statement issued at the 1984 International Exposition of Games and Music, **The Amusement Game Manufacturers Association and the Amusement, Vending and Music Distributors Association** announced the unification of the two associations into a single voice for a more effective representation of the coin-operated entertainment industry.

Joe Robbins of AGMA and **Jerry Gordon** of AVMDA made this announcement following several weeks of discussions and implementation/planning. Technically, AVMDA will dissolve as an organization and AGMA will open up a category of membership for distributors and then rename itself the American Amusement Machine Association to reflect the broadened membership base.

Bob Blundred of AVMDA will be retained by the Amusement Showcase International as a consultant for the design and production of the 1985 seminar program. The current AGMA staff will remain at the newly named association. The office address and telephone number will be the same

as that of AGMA.

While the membership addition and name change will require approval by the members of AGMA, Robbins stated he sees no problem with that formality. Membership categories will now include any manufacturer, distributor or supplier doing business in the coin-operated amusement industry.

Glenn Braswell, Executive Director of the newly unified group, announced his pleasure in being able to service the broadened base of the industry. He said the programs and services of the association will be modified to reflect the needs of the new members. However, Braswell was quick to note that the general thrust of the major programs and initiatives of the American Amusement Machine Association will continue the AGMA philosophy of representing the coin-operated entertainment industry as a generic whole before the public, the press, and media, and governments at all levels.

International Game Technology Announces Atlantic City Order For 800 Machines

International Game Technology (IGT), one of the world's leaders in video gaming, announced today the receipt of a Letter of Intent from Hilton Hotels to purchase over 800 of IGT's video and spinning reel type slot machines.

The order, IGT's largest ever, represents 50% of the slot machines being installed in Hilton's new casino opening in the spring of 1985 in Atlantic City. This order includes over 700 of IGT's newly developed "reel type" slot machines.

The Atlantic City market has been predominantly a market for reel type slot machines with only approximately 10% being video machines. Because of the inability of IGT's previous overseas supplier to be licensed in the Atlantic City market, IGT for the past three years has been precluded from competing in this important market segment. New Jersey regulations provide that licensees can have no more than 50% of their installed slot machines from any single manufacturer. To date IGT has had only approximately 11% of the installed base.

Williams' Intros "AEROBOTO" . . . A Hit Conversion Game With "Transforming" Powers!



AEROBOTO, Williams Electronics' latest conversion kit, couldn't be more timely. As an action-packed game with a unique "transformation" theme, it offers operators the chance to capitalize on the hottest toy rage this season: "transformers" that change from one character or object into another.

The first game in which the player can actually change shape and form in the midst of play . . . taking on a new identity with different characteristics.

AEROBOTO is just what players are looking for in a video. With the simple push of a button, the player can change from a landbound robot into a jet fighter and back again in his odyssey across rough terrain, in the air, over oceans and into outer space. Armed with a laser gun and energy blasts, he faces a host of futuristic enemies in his quest to dock with a cosmo-booster before time and energy run out.

As a priced-right kit that converts any horizontal color raster monitor game, **AEROBOTO**'s, "transforming" powers are also able to change an inactive game into a sure-fire hit!

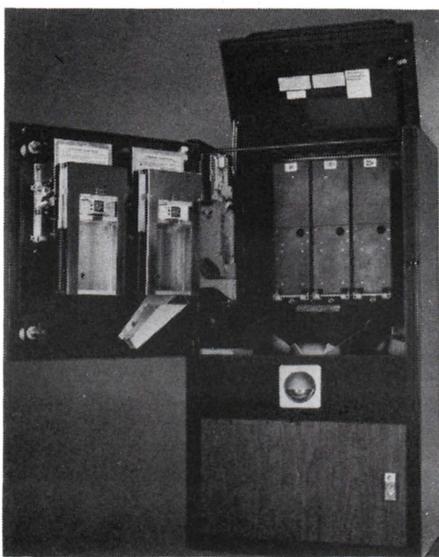
Microprocessors Open Door To New Era Of 'Intelligent' Bill/Coin Changers



The microprocessor revolution, which has had a major impact on everything from automobiles to telephones, has also paved the way to a new generation of bill and coin changers.

John S. Dugan, national sales manager of **Standard Change-Makers**, reports that both operators and customers have benefitted from the introduction of these computerized changers.

Patrons enjoy greater convenience and flexibility in obtaining the change they need to use the vending equipment, and operators gain in the speed and efficiency with which the changers can be programmed to meet specific location needs. They also gain access

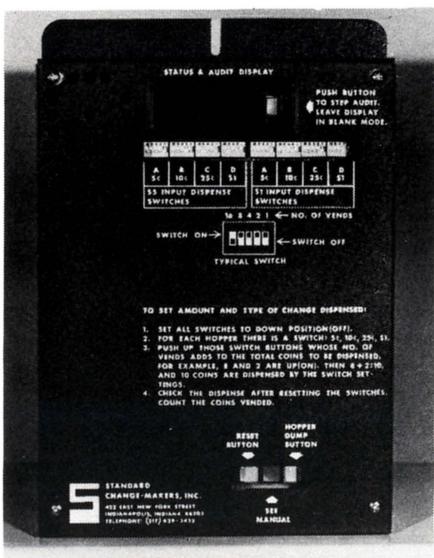


to operational information never available before.

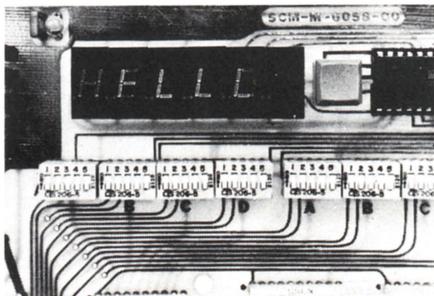
"Our changers today add, subtract, totalize, and even accumulate, as well as changing coins," Dugan said. "They audit every transaction, and even self-diagnose any problems. In our case, a 6-digit LED read-out on the electronics panel provides all the information."

The availability of integrated circuits with advanced functions has also enabled designers to develop extremely compact electronic systems, Dugan added. "This has allowed us to redesign our bulk-loading hopper system, using 4 hoppers where we used to have 3." This has increased the flexibility and capacity of the changers.

Payout changes can be accomplished quickly and easily by setting small dual inline pin (DIP) switches on



ADJUSTMENT EASE: Small enclosure shown above provides LED information display and access to switches which can be set in different combinations to adjust payout mix. Display also provides diagnostic assistance in trouble-shooting.



the circuit board, allowing the vendor to vary the return-change combination for any denomination in the field, without tools or special knowledge.

"The changers will also dispense tokens, as well as coins," Dugan explained. Standard Change-Makers equipment can pay out 1 to 31 tokens per vend per hopper.

A specific benefit to operators whose equipment requires quarters only is the coin accumulation function made possible through solid-state electronics, the Standard Change-Makers executive continued. Coin changers equipped with this feature can accumulate any combination of nickels and dimes, and return a quarter.

The availability of reliable memory systems with low power requirements has also allowed current **Standard Change-Makers equipment** to maintain accurate audit information. An optional battery-pack allows the changer to retain this data, even if location power fails.

Self-diagnostic circuits shut down the system if a single malfunction occurs, protecting both vendors and customers from erroneous operation. Circuit-breakers protect the electronics and the electrical system.

And the microprocessors offer additional capabilities that can be implemented readily to meet the evolving needs of the industry, Dugan noted. "While to date, owners of multiple changers have not requested centralized auditing or control systems, or the ability to transfer stored data from the changer's memory without opening the cabinet, in the near future our **Standard Change-Makers system** will allow for use of an optional auxiliary connector for a remote unit.

"Likewise, more sophisticated electronics in the years ahead will also make possible more sophisticated verification systems for all denominations of currency," the Standard Change-Makers executive concluded. This will allow the company to custom-design changers for any need using "off-the-shelf" components. "We're already doing a great deal of that," he summed up. "But with future developments of the technology, we can say, that, literally, almost anything is possible."

Operators Should Take Collection Money Off Top To Defray Expenses

Continued from page 45



SEEBURG'S "PRELUDE 160"

of everything else were well up... so the Juke Box Operator should get his fair share.

Operators Should Take Collection Money Off Top To Defray Expenses

Other means for the Operator to get more money were to arrange to take a fixed amount of cash "off the top" of each collection to defray expenses before the cut was made of Operator's/Location's shares. Another means was by altering the commission ratio to favour the Operator more... but this should be written into a contract.

To further accommodate customers, Mr. Strahan advised operators to ensure that their coin-operated gramophones were "attuned" to each specific location. If there was dancing in a location, more speakers properly situated and a higher volume of sound were needed than in say a quiet bar where people want to converse in normal tones without having to shout to be heard above the music. He noted that when he was operating his routes, frequency of play was recorded against each selection on its title strip and this was updated monthly and generated considerable interest. Incidentally his method of programming appeared to differ widely from the usual weekly or bi-weekly visit when usually only three or a four to half a dozen records were changed... He revealed that once a month, thirty records were changed on a single Juke Box at a location when he was operating his routes.

The speaker believed in rotating Juke Boxes in accordance with the type and viability of different locations. He

actually asked his audience of some sixty people how many still had ten year old Juke Boxes... and to this question, several hands were raised to signify that their owners did possess such elderly gramophones. Mr. Strahan then noted that sawdust covered floor gun-mills — (or not so elaborate locations) often turned out to be some of the best locations, and he remarked that they could also be very rough on equipment but their could use older Juke Boxes which had long been amortized and so be very profitable.

Winding up, Mr. Strahan said that he thought that at one time or another every one of us "had been guilty of neglecting Music, but it was basic to the Music, Games and Amusement Industry, and should not be ignored."

Editor's Note:

Canadian Operators in the main have been getting 25¢ per play for several years. And there's no doubt but that Juke Boxes are now more played and more in demand than they have been for years... they are a vital part of many street and bar locations where they are essential to augment games.

Small drinking spots are also demanding Juke Boxes because they can no longer afford high priced live Music but require good up-to-date sound and Music for their patrons.

New "English Mark Darts" Catalog

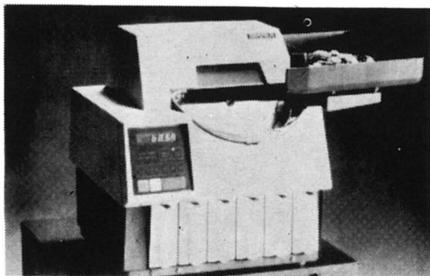
Arachnid™
The Originator of Electronic Darts

**SERIES 5000
PARTS MANUAL**

I. MAIN CABINET ASSEMBLY
II. HARNESS ASSEMBLIES
III. TARGET ASSEMBLY
IV. BOARD SEGMENTS
V. MAIN PC BOARD ASSEMBLY
VI. TARGET INTERFACE ASSEMBLY
VII. LAMP BOARD PC ASSEMBLY
VIII. POWER SUPPLY CHASSIS ASSEMBLY
IX. PARTS NOT SHOWN

For copies of the all-new English Mark Darts accessories brochure, contact Shirley Merlo, Arachnid Inc., 6421 Material Ave., Rockford, IL, 61132-2901, or call 815-654-0212.

95 Series Coin Sorters From Brandt For Fast, Error-Free Counting



A new series of coin sorters from **Brandt, Inc.**, feature photo cell counting to prevent miscounts caused by dirt or non-coin items, and pre-determined bag stops that allow automatic filling of bags to federal standards.

The new Models 955 and 957 sorters handle up to 600 coins per minute and offer bag stops which are pre-set for drawers or bags. They accommodate all six coin denominations, and an inspection pan allows the operator to perform visual spot checks in order to remove foreign items.

A new electronic meter pack has a bright, clear LED display that gives instant totals of all denominations counted. The totals are accumulated and can be called up on the display for day-end totaling.

The display also alerts the operator if the photo cell needs cleaning or if a coin back-up occurs. Battery standby preserves totals in case of a power failure.

Offered in gray with orange accents, the 955 and 957 each weigh 86 pounds, and can be purchased with a mobile stand from the manufacturer. Dimensions are 16-1/2 inches deep, 26 inches wide, and 17-3/4 inches high.

For further information on the new coin sorters, contact:

Exclusive Canadian Distributors
ACCU-SYSTEMS LTD.

**101 Amber St. — Unit 9,
Markham, Ontario L3R 3B2
Toronto: (416) 495-7520/
Montreal: (514) 866-4275**

**CONSOLIDATED CURRENCY
SYSTEMS, LTD.**

**1481 Charlotte St., North Vancouver,
BC V7J 1H1
(604) 986-3478**

William's "Turkey Shoot"

New Exciting Shooting Game



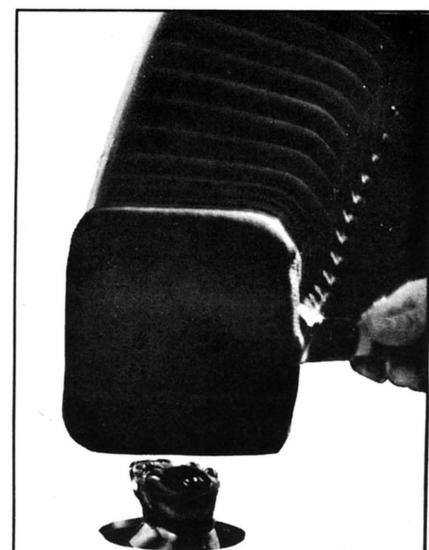
Locations of all kinds are gobbling up **Williams'** latest skill game, **TURKEY SHOOT**, because TURKEY SHOOT is gobbling up quarters everywhere!

A shooting game that goes beyond traditional gun games to the level of a brilliantly animated, fun-filled adventure, TURKEY SHOOT takes place in the future, after a great gobble blight has transformed a third of the earth's population into turkeys who have a tendency to organize for rabble-rousing.

As a Turkey Terminator, the player is given 100 missions and 3 weapons to eliminate all the turkeys, leaving no "left-overs". He can take aim with his lethal laser gun using the position dot on the screen to hone in on his enemies with deadly accuracy. He can launch a lit grenade to annihilate all the turkeys within range or he can activate his gobble button (available one time each mission) to freeze all the turkeys for an instant, making them "sitting ducks". Missions are varied and include reacting disguising themselves as businessmen and turkey helicopter get-aways.

A rapid-fire bonus wave every

eighth round as well as shooting fire hydrants and trash cans and freeing bystanders who have been taken hostage score bonus points. Three "fowl-ups" are allowed and occur whenever any turkey escapes or when an innocent bystander is damaged.



WHAC-A-MOLE

Everyone loves Whac-A-Mole!

Customers love to play and you'll love the way it pays. We have been building popular and dependable games for over a decade. Call and let us tell you more about our entire line of successful games.

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Telephone: 904-677-0761

Manufactured in the U.S.A.
Makers of amusement games since 1970

STATUS Games

"CASINO STRIP™"

A Fun Adult Poker Game

A Full Color & Sound, Live Action Interactive Laser Video Disc Movie Production

Casino Strip™, a full color and sound, live action interactive laser video disc game is now being marketed in the U.S. and abroad.

The "Casino Strip" is an adult card game based on the old fashioned "Strip Poker" game. The better your hand, the more comes off.

You can set the movie for a PG or R Rating, "Casino Strip" has eight characters to choose from and is for both men and women — Play against your fantasy!

It is easily converted into Status' existing laser video disc game **"The Laser Shuffle"**. These are two games in a series of laser video disc games that Status manufactures, each very unique and once again an industry first.

The game is packaged in a beautiful wood grain cabinet containing a 19" color monitor to display the movie and a 13" color monitor displaying your poker hand.

For more information call the Sales Department at Status Game Corp.



Vend-A-Sticker Taps Red Hot Market



Movie Hut Incorporated recently unveiled a new machine to complement its already successful line of vending machines. **The Vend-A-Sticker** machine allows vendors and store owners access to the estimated 500 million dollar annual sticker market. Available with a floor stand or as a counter model, Vend-A-Sticker's four column format allows a variety of selections to be vended. A large coin box holding \$400 of quarters and its all mechanical design assures years of trouble-free operation. No electricity is needed.

Company officials say the machines offer an unbelievable good return on investment with some reporting paybacks within 60 days. Officials add that by varying the sticker assortment to fit the location, marketability should be unlimited.

However, the key to profit in this ballooning market is the sticker itself, according to **MHI President Jack Clair**. "Having a reliable, serviceable machine is important, but the stickers inside are what brings kids back." MHI offers a large assortment of the highest quality die-cut stickers available, including 30 of the hottest stickers in the country.

"With kids collecting and trading stickers more and more, die-cutting adds a special value to our stickers," says Jim Pramenko, MHI Vice President of Marketing. "The result is a sticker of equal or better quality than those found in stores at a better price...a collector's dream."

For additional information contact: Jim Pramenko, Movie Hut Incorporated, P.O. Box 95, Elkland, Mo. 65644, (417) 329-5414.



“Canadian Coin”

— A New Canadian Built Coin-Operated Billiards And Pool Table From B.C.



One of the aftermaths of the great video game boom a couple of years back has been the return of Operators to more basic and much less “Faddy” forms of coin-operated amusement devices... one of the oldest and soundest of these is the billiards and pool table. For decades, pool tables have brought operators a steady income, and because these tables have a very long life, their operating shows a very good return on investment over the long term.

Now, making a strong pitch to Canadian Music, Games and Amusement Operators is a Canadian manufacturer which has been in business since 1949. It is **National Billiards and Shuffleboards of Burnaby, B.C.** Using its thirty-five years of design and manufacturing experience, the company's designers have come up with a brand new, coin operated billiards and pool table called **“Canadian Coin”**.

This new pool table has been out and in use for the past year and has performed admirably... moreover, it is backed by a money back guarantee and it is very keenly priced.

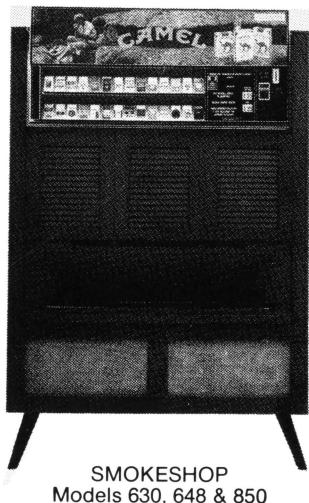
National Coin and Shuffleboards manufactures a whole range of billiards and pool tables for commercial, coin-operated and home usage, and all are made in the company's Burnaby (Vancouver) B.C. plant. They are of solid wood throughout, no chipboard is used... corners are cast metal; cloth, rails, cushions, frames and finish are all of the finest materials. Tables are so designed that the leg system gives solid support to the centre of the tables.

The all-important base of the playing surface is a single, thicker than usual, slab of slate imported from Italy. It goes from one inch thick in the case of smaller tables through 1-1/2" and up to 1-1/2" for the largest 6-foot by 12-foot commercial models. Other models come in sizes 5 feet by 10 feet, 4-1/2 x 9 and 4 x 8, which is the size of the new **“Canadian Coin”** model. Coin-operated versions are of the smaller sizes as are those for home use. Shuffleboards are also made by the company, and these days they are primarily designed for home use.

Balls and cues come with the tables so that they arrive at the customer's place ready to play after set-up and levelling. The slate surface carries a lifetime guarantee under conditions of normal usage, and there is a year's guarantee under normal usage on other parts. The 4' x 8' **“Canadian Coin”** model weighs 790 pounds, and they are shipped directly from Burnaby, B.C. or from its agents throughout Western Canada.

The new **“Canadian Coin” Pool Table** and others of the company's products are available directly from the company in Burnaby or from its agents across the four Western Provinces... a call to Mr. Hoover or Mr. Ireland will put a potential customer into touch with the dealer closest to you. Currently, National Billiards and Shuffleboard will be announcing dealers for its products in Provinces East of Manitoba in order to expand its business across the whole country.

Smokeshop™ Now Available With Digital Credit Display



SMOKESHOP
Models 630, 648 & 850

As cigarette prices go up, so does the amount of change your customers have to put into your cigarette machine.

And as prices continue to rise, it gets harder and harder to remember just how many quarters, dimes and nickels have been fed into the machine.

Well, since **Automatic Products** can't do much about rising cigarette prices, we've done the next best thing.



SMOKESHOP
Models 1072 & 1272

Our **Smokeshops** are now available with digital credit display for use with single or four price electronic changers, so your customers can tell exactly how much change they've inserted into your machine, and exactly how much more is needed.

The result? Smokeshop's new feature can reduce customer frustration, customer complaints and abuse of your machine.

And speaking of rising cigarette prices, you'll be pleased to know that Smokeshop's variable pricing feature keeps you in control for years to come. Each selling price is adjustable up to \$6.35, in \$05 increments.

The Fresher, The Better

Also available with **Smokeshop** is "first-in, first-out" automatic stock rotation. Smokeshop's unique design enables the routeman to fill from the top and still guarantee your customer a fresh pack of their favorite brand with every purchase. And you've never stuck with stale stock.

Smokeshop makes life easier for the routeman, too. The front panel swings wide open to facilitate servicing — there's no need to remove the door. And the built-in service light means greater accuracy in servicing, whatever the location or time of day.

Five Different Models Two Different Cabinet Styles

With Smokeshop, you can choose from five different models in two attractive cabinet styles:

Model 1072. Identical to the 1272, with our "first-in, first-out" automatic stock rotation feature added.

Dist'd in Canada by: Electronic Industries, Toronto, Ont. Dorval, P.Q., Burnaby, B.C.

All-American Darts Holds Open House

Rockford, Illinois just saw its first **ALL-AMERICAN DARTS** Open House, which featured day-long dart games, refreshments and trophies awarded to the winners.

State Line Vending and Amusement Company hosted the event, also called "Eagle Eye" to provide a free day of darting and introduce their newest machines, **ALL-AMERICAN DARTS**.

New Dart League To Promote Competition

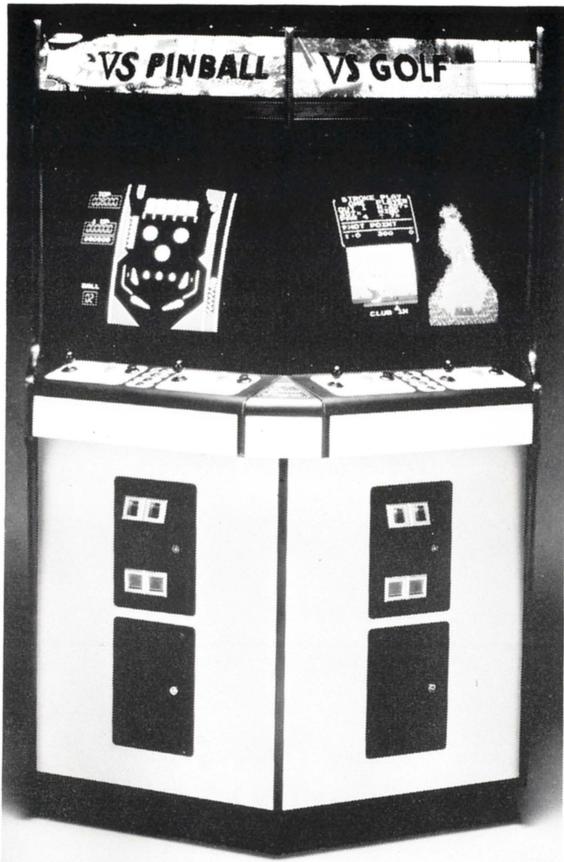
Also introduced was a new dart league incorporating the following concepts:

- A. 100% of the player fee is returned in prize money. Twice during the season — once, just before Christmas at the end of the first round, and the rest of the player prize money is awarded at the season's end.

- B. A league program that stimulates competition ALL SEASON long, trying to avoid the 9-0, 8-1 blowouts.
- C. Each player is eligible for play in the CASH, TROPHY and GIFT CERTIFICATE TOURNAMENTS held all year round.
- D. Each player receives a FREE set of Pro darts with carrying case.
- E. One lucky player will win a FREE Vacation to either HAWAII or LAS VEGAS at the season's end.

For more information concerning the new Dart League sponsored by State Line Vending, contact them at 946 N. 2nd Street, Rockford, Illinois, 815-965-5424.

Nintendo continues to meet operators needs with 3 easy conversion systems



Nintendo, one of the undisputed leaders in interchangeable game systems is currently offering operators three ways to convert their **Nintendo** games. "Conversions are the future of the video game industry", states **Frank Ballouz**, Nintendo's Vice President of Marketing, "and we plan to lead the way with innovations that will allow operators to remain profitable for years to come".

The **VS System™**, Nintendo's state of the art dual monitor system has been at the top of the earnings polls with games like **VS Tennis** and **VS Baseball**. Both employ Nintendo's exclusive interactive technology that allows players to play simultaneously, viewing their screen from their own vantage, just like real life competition.

Most recently, **VS Golf/VS Pinball** was released as a **2-in-1 VS Pak**. This VS Pak offers two completely

separate games for one low price with double the earnings power.

Nintendo has made a commitment to at least 10 different high quality VS games by the end of 1985.

Nintendo's Punch-Out!!, was one of the most successful games introduced in 1984 and gave operators a much needed break from slow earners. The Punch-Out!! cabinet incorporates a dual screen monitor - one for game play - one for scoring, for the hottest challenge available.

To add to the success, Nintendo introduced a sequel at the AMOA in October -- **Super Punch-Out!!** - a **Nintendo Pak II** conversion with a brand new line-up of fighters to put players back in the ring.

A third non-boxing conversion using this unique technology has been promised by Spring...It is sure to be another high earner!

The original **Nintendo Pak** conversion kit was a winner! Factory fresh quality for less the $\frac{1}{4}$ the price. First with the popular **Mario Brothers**, and then **Donkey Kong 3**, operators could convert their **Donkey Kong's**, **Donkey Kong Junior's** and **Popeye's** to brand new games on location in less than 30 minutes.

Nintendo will introduce a brand **New Nintendo Pak** at the **ASI Show** in March in response to operator demand.

These three great systems typify **Nintendo's** attitude towards new product introduction. **Ballouz** confirms that "no game will be released before it has been tested and results show that it will be a success". Nintendo has consistently lived up to this promise, and the distributors and operators can depend on this.

Important Announcement

From

Coinmaster Manufacturing

It has come to our notice that a recent mailing from ARJAY EXPORT CO. INC., contains statements and allegations about our COINMASTER Hi-Lo Poker game which are misleading.

We are taking steps to prevent any recurrence of this and wish to reassure this industry that all the COINMASTER equipment which has ever been or is being sold in Canada is the original work of COINMASTER and does not infringe the rights of any other person or company.

If these misleading claims have influenced you to purchase other equipment, please inform us in order that we may consider further appropriate action.

Coinmaster equipment is available from major distributors.

Avis Important

De

“Coinmaster Manufacturing”

Nous sommes informés qu'une annonce publicitaire émise dernièrement par la poste par ARJAY EXPORT CO. INC. contient des déclarations trompeuses au sujet de notre jeu "COINMASTER Hi-Lo Poker".

Nous faisons les démarches nécessaires afin d'arrêter cette publicité trompeuses, et nous désirons, à cette occasion, réaffirmer à l'industrie que tout produit COINMASTER qui a déjà été vendu au Canada ou qui se vend actuellement au Canada est l'oeuvre originale de COINMASTER, et ne porte aucunement atteinte aux droits de toute autre personne ou corporation.

Si cette publicité trompeuses vous a influencé afin d'acheter un produit autre , veuillez, s'il vous plaît, nous en informer afin que nous puissions considérer toute autre action appropriée.

COINMASTERS WINNING TRIO!

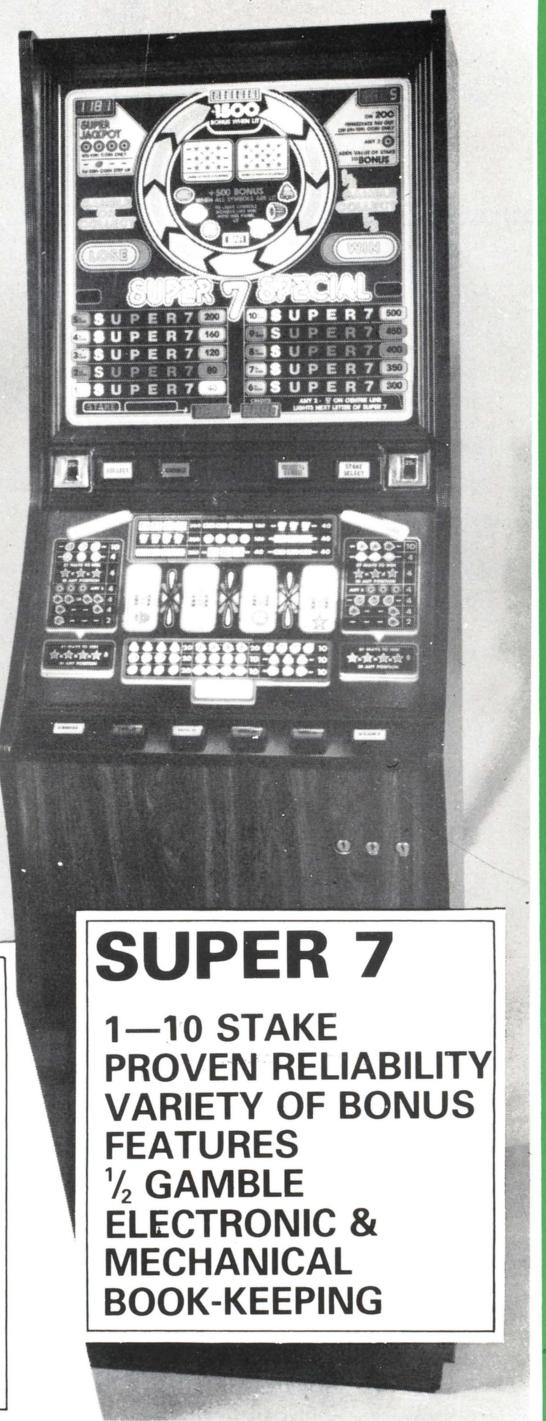


HI-LO

2 BONUS FEATURES
HI-LO BONUS
1/2 GAMBLE
AUTOMATIC HOLD
FAST DEAL
JACKS
OR BETTER

MINI-MAXI

1-20 STAKE
1/2 GAMBLE
AUTOMATIC HOLD
FAST DEAL
ELECTRONIC &
MECHANICAL
BOOK-KEEPING
SEPARATE CASH
BOX DOOR



SUPER 7

1-10 STAKE
PROVEN RELIABILITY
VARIETY OF BONUS
FEATURES
1/2 GAMBLE
ELECTRONIC &
MECHANICAL
BOOK-KEEPING

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Metropolitan Amusement Association Of Canada's Meeting Covered Insurance — Bylaws — Fees Payments Discussed

The fourth and final meeting of **Metropolitan Amusement Association of Canada** for 1984 took place between 7:30 and 10:30 P.M. on Tuesday, December 11th. It was held at its usual place, Toronto Malton's Constellation Hotel and was attended by some fifteen industry people members. The whole executive was present, but missed was co-founder, **Bill Rosenfield of New Way Sales Limited**. Bill's wife, Anne, is still in hospital but is reported to be making slow but positive progress. Mention was also made of pioneer operator, **Max Weddick**, felled by a stroke some considerable time ago. Max is reported as improved and partially mobile. Much concern was shown by Association members for the recovery of "its people".

An educational item was the presence of independent insurance agent, **Grey Sinclair**, to talk about and answer questions on, insurance as applicable to the needs of Music, Games and Amusements Operators. Mr. Sinclair enlightened his audience with explanations and details of different types of insurance to cover such matters as public liability, accidents, damage, theft, employees, etc., etc. Members were asked to submit details of their present coverage which the speaker would scrutinize in order to try to come up with a comprehensive package deal. The Association hopes that members will co-operate in supplying this information which could result in benefits to them. Through the Association it is likely that a package deal suitable for all members could be provided at an attractive price which could result in substantial savings over what members presently have to pay for their insurance.

Those attending the meeting had looked forward to seeing a demonstration of the new **Univid 100 Video Game Test System** by a representative of **Cleveland Coin** from the U.S. Unfortunately, they were very disappointed at his not being present.

Fighting Toronto By-Laws Against This Industry

Harry Gordon of Centennial Coin Ltd., of Toronto has been very active in leading opposition to restrictive bylaws in Toronto which are harmful to Operators. At this meeting, Harry gave an updated report on what has been going on in the big City, and what is happening is not all good for Toronto Operators. Moreover, if unchecked it is something which could adversely affect operators all over Ontario and indeed in the rest of Canada. During all of 1984 and even earlier, Toronto City Council has been working on and indeed has passed amendments to a Bylaw in respect of Pinball and Electronic Games. The purpose of this was, in short, to put a series of

restrictions on these and tie them into certain types of location businesses which would amongst other things, restrict their operations as to times and places and also possibly eliminate them from certain types of locations where they have been sited for many years.

Ex-M.A.A.C. President, Harry Gordon, has devoted a great deal of his own time and money towards organizing Toronto Operators to fight these Bylaw Amendments. It was anticipated that an appeal to the Ontario Municipal Board would cost around \$10,000.00. The big effort on Harry's part has so far raised \$7,000 from Toronto Operators but more is needed to fight the good fight.

A strategy meeting was held during the 3rd week of December and the case is to go before the Ontario Municipal Board on January 3rd. Toronto Operators will all benefit, or suffer, as the result of this decision. Some are already doing so because Toronto police are already enforcing the restrictive provisions of the Amendment to the Bylaw.

Many operators have yet to come forward with donations and offers of help. They should do so instead of leaving it to a concerned few to carry the load. So, in your own interests if for no other reason, get in touch with **Harry Gordon at Centennial Coin** and "give a helping hand" and a donation towards legal costs. The M.A.A.C. is keeping a close watch on the situation and initially provided considerable assistance. However, because this is a matter of mainly local interest at this stage it is being dealt with by the Operators directly affected or likely to be. This is in accordance with the Associations Rules.

President, Gary McIntosh (Atlas Coin Kitchener) advises members and prospective members that to ease things a bit for smaller firms — fees may now be paid in installments over six months. The joiner's and first year's fee is \$100.00 + \$250.00 and yearly renewals are \$250.00. What are required by the M.A.A.C.'s Treasurer, **Joe Lau** are, 3 post-dated cheques for intervals over a six month period to make up the appropriate fees of \$350. and \$250. as applicable.

Nominations Needed For New Executive

The next M.A.A.C. meeting is on March 12th at the Constellation Hotel across from Toronto Malton Airport and the time is 7:30 P.M. **Bill Rosenfield** and **Harry Gordon** comprise the Nominating Committee, but **President McIntosh** would like to see further nominations from the floor. A new executive will be elected at this meeting — so, members please turn out in force.

...Join & Support The Only Organization Fighting For Your Right To Carry On Your Business

...The Metropolitan Amusement Assoc. Of Canada

Isn't it time all Ontario Operators and Distributors joined the Metropolitan Amusement Association and gave it the support it truly deserves?

The industry needs a strong single voice and legal knowledge to fight the growing restrictions politicians and councils at all levels are trying to put into law.

Every one of you is affected. Do your share. Carry a bit of the big load. Don't be a hitchhiker and freeloader. Join up!

Metropolitan Amusement Association

Unit #12 — 330 Gage Ave., — Kitchener, Ont. N2M 5C6

Board Of Directors

- Gary McIntosh, President
(519) 744-6601
- Joe Lau
(416) 752-3527

- Larry Smith
(519) 439-2140
- Vinc Leavey
(519) 439-2140
- Bill Rosenfield, Past President
(416) 746-2255
- Ihor Kit
(416) 766-3336
- Harry Gordon
(416) 699-4063

Membership Application

I (We) hereby apply for membership in the Metropolitan Amusement Association.

(Company Name) _____

(Address) _____ (Telephone) _____

Classification: 1) Manufacturer
2) Distributor
4) Arcade
3) Operator
5) Location

Name(s) and Address(es) of Owners(s): 1) _____

Membership Fee of \$350.00
must accompany this application.

Membership Fee Enclosed
 Yes No

I (We) understand that:

- 1) This application is subject to review and does not in itself imply or grant membership.
- 2) Applicants will be notified of acceptance or rejection within ten (10) days.
- 3) In the event membership is denied, fee in full will be returned to applicant immediately.

Signed: _____
(Date) _____ (Company Name)
Per _____

Important!!! Read This!!!

U.S. Congress Adopts Legislation To Stem Rising Tide Of Copy Games

Federal legislation designed to stem the rising tide of video game piracy has been adopted by both the U.S. Senate and House of Representatives, according to **AGMA Executive Director Glenn E. Braswell**.

"As a result of AGMA's continuing legislative efforts, Congress adopted the Omnibus Tariff and Trade Act of 1984 (H.R. 3398) as a means to assist our industry's fight against the growing worldwide problem of copyright infringement of coin-operated amusement games," Braswell said.

H.R. 3398 requires that the U.S. Trade Representative undertake a comprehensive review of stolen intellectual property rights vis-a-vis trading privileges and submit its findings to Congress in January 1987. Renewal or revocation of a country's Generalized System of Preferences (GSP) tariff waiver or favorable trading status would be based on its performance in protecting the intellectual property rights of U.S. manufacturers.

Braswell said that H.R. 648, the Trademark Counterfeiting Act of 1984, was also passed by Congress to help fight the epidemic of counterfeiting that American businesses have confronted over the past few years. The legislation provides for (1) strict criminal penalties for intentionally dealing in materials that one knows to be counterfeit; (2) awards of treble damages and attorney's fees in civil counterfeiting cases, and (3) ex parte seizure orders of counterfeit materials.

Both pieces of legislation support AGMA's legislative position calling for the U.S. government "to mount a serious counteroffensive" against the importation of pirated amusement games.

Interested parties may obtain a copy of these bills by contacting Peter Kopke, AGMA Legislative Counsel.

Centuri Introduces "MIKIE" High School Graffiti Comical Video

Mikie™, High School Graffiti, is a fast paced, challenging comical character game that will capture the hearts of just about anyone who has ever stepped foot inside a classroom.

Mikie is just your average high school boy who happens to run into a little difficulty every time he tries to get together with his girlfriend.

It starts in the classroom where Mikie tries to collect messages (hearts) from his sweetheart. You see, Mikie, with the use of his HIP ZAP, has to push the other students off their chairs to get those messages. This, as you can imagine, doesn't sit too well with his teacher. Things aren't much easier for Mikie once he makes it out of the classroom and into the locker room.

It gets downright messy in the cafeteria when the cooks start hurling pies at our high school hero.

Poor Mikie finally encounters his beloved in the gym, only to find that the girls' gym teacher is not pleased with the intrusion.

Hand in hand our loving couple make it to the courtyard where they must sidestep several football players to make it to Mikie's awaiting car... ah, all this in the name of love.

Comes In A dedicated Game Or Mikie™, High School Graffiti Conversion Kit Comes Complete With:

- PCB Board
- Marquee
- Promotional Header
- Schematics
- Side Graphics
- FCC Shielding Cage
- Complete Harness with Connector
- Complete Instruction Manuals
- 4-position Joystick, 4 buttons & switches
- Control Panel Overlay with instruction, button & joystick decals.

CENTURI, INC.

1780 West Fourth Avenue,
Hialeah, Florida 33010,
Phone 305-558-5200,
Telex 803694 ANSB Centuri,
Cable CENTURI.



HIGH SCHOOL GRAFFITI
Mikie™



Noraut's Prestige Poker Game Very Successful In Europe Now Dist'd In Canada By Atlas Dist'g Of Montreal

Ireland's "Noraut Poker Game" has had phenomenal success in the European-market, and was introduced to the U.S. and Canadian market at the AMOA in Chicago.

"Noraut Prestige Poker" is a "full house" of game features to test and excite every skill level.

"Available in countertop, cocktail, and upright models there are four models — styled and built to meet every location's requirements.

Colorful Cabinet Styling and Easy To Read Video Graphics. Together with State Of The Art Guarantees, Higher Profits." advised Pierre La-Pointe of Atlas Dist'g of Montreal.

In the Noraut Presige Poker Bonus Game — hold or change first card — play for Hi or Lo on next card — push stand to take win on first pair or shoot for the works. Play Hi or Lo Bonus for a better hand.

After any winning hand in regular game, you have the option to:

1. Collect credits awarded and play next regular hand.
2. Play all credits awarded in Hi-Lo Bonus Game.
3. Collect half and play half credits awarded in Hi-Lo Bonus Game.

Noraut Features

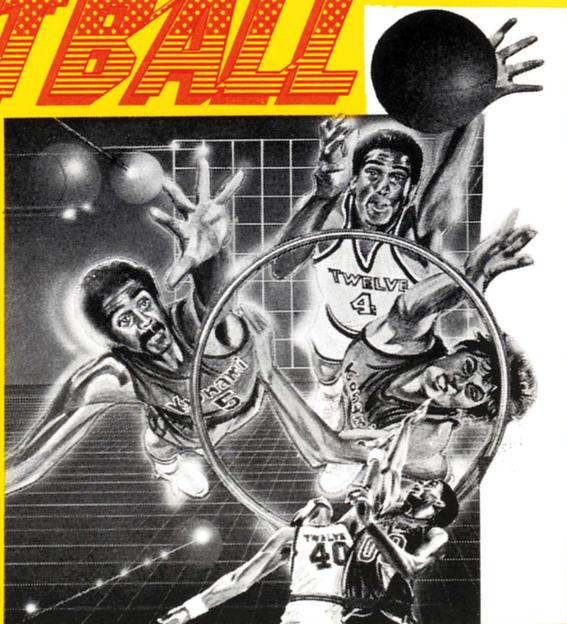
1. Fast Deal
2. Holdover on number of credits to be played per game
3. Automatic hold pairs or better
4. Optional Jacks or better
5. Optional Aces or better at all stages
6. Half Collect — Half Play award in Hi-Lo Game
7. Hi-Lo Bonus Game
8. Optional change first card in Hi-Lo Bonus Game
9. Realistic percentage adjustment
10. Three way adjustable game pricing
11. Electronic and Mechanical audit system
12. Optional remote credit system for up to 25 games per location
13. Hantarex monitor for sharpest graphic displays



14. Available in four models/counter top/cocktail table/upright/arcade
15. Built-in (automatic) self diagnostics
16. Zap gun proof
17. Dual coin entry (except counter top)
18. Adjustable number of credits per game to maximum of 20

Konami **SUPER**

BASKETBALL



If you're suffering from pre-season basketball fever, Konami has just the cure! **Super Basketball** has been released by Konami and is on its way to being one of the hottest hit of the year...very popular at A.M.O.A. show in Chicago.

The initial shipments were scheduled for the week of October 8th, and distributors say there has been a big demand for this fun action-packed game.

Super Basketball appears to all player levels. There are various stages in which the player progresses to compete against teams of increased skill and difficulty. In the first stage of **Super Basketball**, the player begins with a game against a Junior High School team. If successful, the player may ultimately advance to fight the World Champs!

As with other **Konami** games, the graphics and game play are extraordinary. The dribble, pass and shoot button features provide the player with excitement and realism.

Bob's Space Racers Introduces CAN-ALLEY



With **Can-Alley** everyone will be a winner! Players will thrill at the fun and excitement of Can-Alley's furious pace and enticing challenge. You will enjoy its tremendous popularity and ever increasing profits.

The clever alley cats peek out of

the colorfully decorated trash cans as the lids quickly open and close. A player stands at the stations in front of each trash can and grabs balls from the ball bin and frantically tosses as many balls as possible into the cans as they pop open. High scorer wins.

Everyone will love the fun and challenge of Can-Alley.

Can-Alley has variable difficulty levels, adjustable game length, and adjustable scoring. It also has winning beacons and ball retaining nets for easy, efficient operation.

Can-Alley's advanced technological design and superior quality construction insures dependable, profitable operation, and can be custom built to meet your specific requirements.

It can be ordered in any number of units from two to twenty or even more. Can-Alley is available in park, trailer and arcade models.

Bob's Space Racers recently won the Award of Merit for the Most Unique Indoor Display, featuring Can-Alley, from the International Independent Showmans Foundation.

Be a big winner this year and add Can-Alley to your operation.

Contact:

Bob's Space Racers, Inc.
427 15th Street, Daytona Beach,
Florida 32017
Telephone: 904-677-0761



The 'Disco Scooter' By International Kiddie Rides

Spin yourself silly on International Kiddie Rides' new 'Disco Scooter,' the rider-controlled dodgem that spins every which way but loose.

The machine can be driven and steered forward and backwards and even spun simultaneously (definitely not for those with motion sickness!).

Driving is easy with two hand-held joysticks conveniently positioned on

either side of the seat. These automatically spring back into neutral when released.

Designed for kids and adults, the firm says the unit is simple to install on any level, smooth surface and requires very little space.

For a dizzying experience, contact your distributor or International Kiddie Rides at 9261-130th Ave. North, Largo, FL 33543; 813/581-7001.

\$1.00 Coin

Continued from page 24

could well have some use to people responsible for advertising such a coin's introduction.

Within the last few weeks members of the committee have met in Ottawa to discuss the \$1.00 coin with the new Conservative Minister of Supply and Services, the Honourable Harvie Andre and Mint officials. They came away feeling very optimistic, hoping for a decision by summer, and if it's favourable, new \$1.00 coins by the end of 1985.

Throughout all this Canadian coinage activity, the American government and people interested in having a convenient U.S. dollar coin have maintained a very close

interest in what has been transpiring in this country. What that government and Mint would really like is an economical means of resurrecting the hundreds of millions of "Susan B. Anthony" dollars in store. Canadian research and development may just enable the Americans to convert their stored "Suzies". That particular coin failed to make it with the American public on one main score, that it was too alike to, and easily confused with, the U.S. 25¢ piece as to coloration and size. The new proposed Canadian \$1.00 piece disposes of both these objections because it has a distinctive goldish colour and a distinctive perimeter or rim. Could the U.S. "Suzy" be easily and cheaply given a wearproof, distinctive like colour and could its perimeter rim be altered to distinguish it from an American quarter? If these alterations could be expeditiously and cheaply accomplished, Americans may yet get their small \$1.00 coin, and, Canadian Research and Development may well make it possible.



Exidy's "Cheyenne" Gun Game

Has Exciting Action And Sound Effects

"Graphically supreme", "intensely interactive", "an accomplishment above the rest" are phrases which describe **Exidy's** newest adventure game **"Cheyenne"**.

The player takes a journey thru the "Wild West". Armed with only a rifle the player protects "Buster Badshot" searching thru ghost towns, canyons, saloons, forests, haunted graveyards, mineshafts and even riding a stagecoach encountering dangerous rivals in his pursuit of bounty.

There are seven scenes plus a "Bonus Level". The game begins by the player choosing one of three revealed scenes he wants "Buster Badshot" to encounter. Successful ac-

complishment of all three scenes puts the player in a bonus round as he/she prepares to face additionally revealed scenes.

As the player successfully defends "Buster Badshot" by defeating the outlaws, he collects bounty. After each scene the player can choose to cash in the earned reward or risk it all for greater bounty in the following scene.

Screaming outlaws, shattering bottles, exploding dynamite, ragtime music, calvary charges, stampeding bulls and more blast out of the speakers through the music of digital audio.

Exidy does it again at a time when operators need it the most!

Data East's Cobra Command Conversion Kit Converts Eight Different Laserdiscs

You Can Make Your Investment In Laserdisc Hardware Continue To Earn!

Cobra Command kits are available to convert:

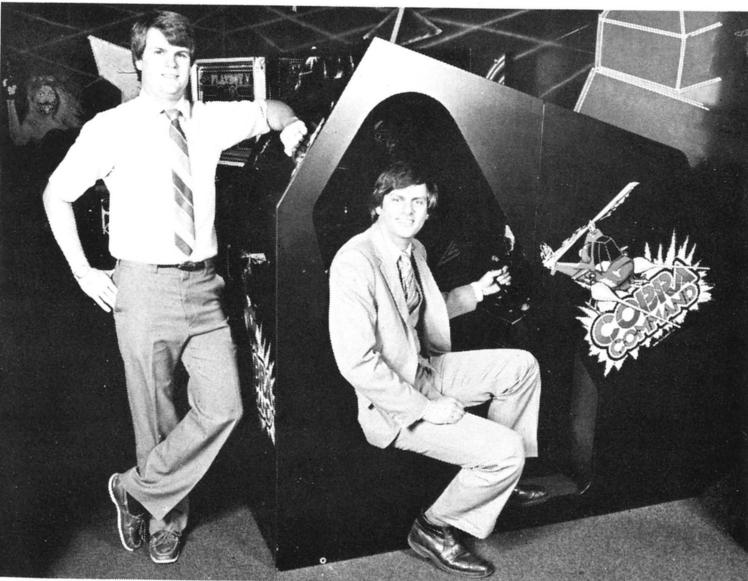
- M.A.C.H. 3®
- Cliff Hanger®
- Astron Belt®
- Galaxy Ranger®
- Dragon's Lair®
- Space Ace®
- Bega's Battle®
- Interstellar®

Company President Bob Lloyd said, "What's important to note is that such lasers as 'Cliff Hanger,' 'M.A.C.H. 3,' 'Astron Belt' and 'Dragon's Lair' can all be changed into this game, via the variety of conversion materials that take each machine's technical differences into consideration.

For example, the simplest face-lift can be done on 'Bega's' (no big control panel change is required), and the next simplest are 'M.A.C.H. 3' and 'Astron Belt' (where new control panels are required, in addition to the PROMs). 'Cliff Hanger' and 'Dragon's' both need an additional board change. But, as mentioned, all aspects of each game have been covered and all suitable materials are now offered through Data East distributors."

Mr. Lloyd's philosophy about this multi-kit offering is basic and rather candid: "The key to success for operators today is to invest the least amount of money in equipment in order to achieve the greatest return on investment."

"They certainly have to buy something . . . they know what . . . so for the moment, this is the direction to take. In short, this 'Cobra Command' kit costs less than a new dedicated conventional video but can earn from \$250 up to \$800 a week. The math is obvious," he declared.



The "Cobra Command" conversion kit by Data East is a really interactive game that challenges the player's reflexes (you guide "the helicopter" over terrain that includes the New York City skyline to Easter Island's stone statuary and blast the bad guys with twin cannon fire and air-to-ground missiles). It's a first class presentation, complete with sound, of course.

Status Earnings Jump 37%; Nevada Licenses Secured

Status Game Corp., in West Hartford, Conn., announced that its net income for the first quarter ended Aug. 31 rose from \$39,231 to \$53,726 over last year, a jump of 37 percent. Sales for the same period climbed by 52 percent, from \$527,240 to \$802,644.

Status vice president Lawrence R. Dunn Jr. attributed the increase to three factors: full-fledged entry into the Nevada and, specifically, the Las Vegas market; further development of its Caribbean gaming business; and inroads in the U.S. amusement game market.

Most significant for its gaming segment, Dunn said, was the securing of all the company's licenses for placing its gaming devices in Nevada. In January, Status received its manufacturer's and distributor's licenses; in September, its operator's license, giving it open access to the Nevada market.

Dunn said that two of Status' video gaming devices — poker and roulette — have been approved by the Nevada Gaming Commission. A third, video black jack, is undergoing testing at the Imperial Palace in Las Vegas. A fourth — and perhaps the most unique — machine, Status Casino,

combines poker, blackjack and baccarat in one; it's the player who selects the game.

Status Casino is currently "in the Gaming Control Board lab being analyzed," said Dunn; it is expected to come before the board for consideration this month. In addition, Status expects to submit its video keno and bingo games to the Nevada board in coming weeks.

With regard to the company's Nevada market positions, Dunn said, "It will take us a while to develop, nurture and mature this kind of operation. We'll be planting the seeds now and reaping the benefits in the years ahead."

In the Caribbean market, Dunn said the Status gaming devices are currently in operation on "10 to 15 cruise ships" on several lines.

"A very pleasant surprise" to Status sales and profits, added Dunn, has been the installation of its "Triv-Quiz" amusement game in bars and lounges across the country.

"Between the amusement and the gaming," Dunn summed up, "it should give us a good balance going forward."

KARATE CHAMP

Top Earning Video Game In Japan

Data East USA, Inc. has announced the release of its newest most exciting, fully interactive upright video product ever **KARATE CHAMP**.

Currently the top earning video game in Japan and testing extremely well in the United States, **KARATE CHAMP** offers the player a completely new dimension in **MULTI-JOYSTICK**, high action sports games.

To begin the contest, the player enters a "Training Session" that allows the player to practice the moves while earning bonus points. In this sequence, the Karate Instructor Demonstrates a variety of different moves. The player must then properly duplicate the moves of the instructor by correct joystick movements to earn bonus points.

Play then advances to the first intermediate match. The first player to

By Data East

score 2 points wins the match. The player advances to new and increasingly more difficult matches with each victory. Various challenge stages are provided along the way to allow the player to earn bonus points.

The player can select from one of twenty-four different offensive and defensive moves to combat his opponent.

KARATE CHAMP offers a high level of graphic realism and fast action game play featuring a unique, multi-joystick interactive challenge. These successful components along with outstanding earning power will make the game a long term success in both street and arcade locations.

"The game is now available in dedicated upright machines in August 1984. This game is only **one** of an exciting new product line up coming from Data East in 1984," says Company Executives.



A Conversion Kit Program Providing Six Games In One By Bally



The Bally Midway 6-Pack is about to make game rotation surprisingly simple. When it comes time to make a location change, you won't have to put your equipment in transit.

The accessible ROM Package easily and quickly converts any existing circuit board in the series to a brand new game, and comes complete with everything you need, including instructions. This means you can maintain a game in one location as long as it's profitable. Then when it comes time to make a move, all you'll need to move is a few simple components.

With the Bally Midway 6-Pack you'll instantly have the option of extending the life of your investment to any or all of the 6 different games — as they're released or whenever you're ready to convert. You can even choose to skip a game in the package and still convert it at a later time!

Once you own the cabinet and circuit board, you can convert to any game in the series at minimal expense. With purchase of the **ROM PACKAGE** you'll get everything you need to economically convert to an entirely new game. Each game offers thrilling new challenges, state-of-the-art features and unique screen graphics. With the Bally Midway 6-Pack you can potentially save up to 80% of what it

could cost to purchase all 6 dedicated games separately.

You can get started on the Bally Midway 6-Pack immediately. With exciting new games scheduled for release throughout the year, your investment has plenty of time to pay off...6 profitable ways.

- Up 'N Down Immediately
- Mr. Viking Immediately
- Flicky September '84
- S.W.A.T. October '84
- Water Match November '84
- Bull Fight December '84

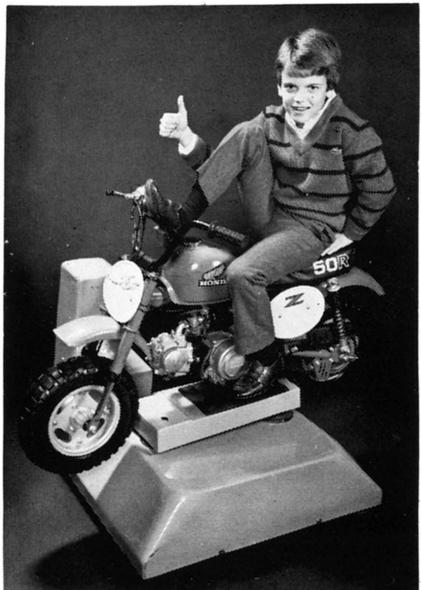
Or if you already own a Frogger or Zaxxon game, simply buy one of our specially designed circuit boards to convert to any one of the 6 games in the series.

If you've previously purchased Up 'N Down as a dedicated game or have converted Up 'N Down, you're ready to continue on with the program.

Once you have purchased the cabinet and circuit board, to economically convert to any other game in the series, just purchase one of the 6 available Bally Midway ROM packages.

Each package inexpensively converts your board to a new game and comes complete with necessary hardware, software, header, and instructions.

**Honda
Coin Operated
Motocycles
Kiddie Ride
By North American
Amusement Co.**



"We at **North American Amusement** feel that buyers of kiddie rides are looking for more realistic and recognizable products. Rather than simulated rides and unknown brands. And because of this we at North American Amusement are pleased to offer 2 brand new Motorcycle Kiddie Rides. These 2 bikes will sweep the Motorcycle Kiddie Market because of product recognition and they are real motorcycles, not simulated or unknown brands. The mechanical parts are all "American Parts". (American parts are readily available and inexpensive)", advised **Tom Leon**.

**Contact: Thomas Leon
North American Amusement Co.
524 2nd St.
Rock Island, ILL. 61201
(309)-788-0135**

High Velocity Hopes For Tetra IV

FORMER Atari top executives **Joe Keenan** and **Gene Lipkin** unveiled for the first time their new amusement device for the coin machine industry in a Chicago hotel suite to coincide with the AMOA show.

A great deal of speculation has raged through the U.S. industry as people talked of the new electro-mechanical device to be built by the Keenan-Lipkin new company **Velocity**

Incorporated, based in California.

The new device, the **Tetra IV**, turned out to be a unique combination of Hyperball effects with elements of pinball and bingo thrown in. It was housed in a waist-high circular cabinet with a flat top. The playfield consisted of a succession of pinball drop targets moving across the playfield in a line, each with a card value up to ace.



Around the edge of the circular playfield was a track bearing four balls which spun around the edge rather like a roulette wheel, powered by air blown through an aperture. The four balls sped around the track and were fired at the drop targets by a trigger-activated spring, which could be moved from side to side.

"It is a skillful game," said **Gene Lipkin**, "intended to provide a great deal of ball action and excitement, especially with the high quality sound effects we have built in. But the real skill is hitting the right targets in the right sequence to build up four aces, four kings, seven hearts, etc. The order in which the values appear have been calculated to add the greatest excitement and build up to a pitch where the greatest degree of competitive edge is experienced between two players".

All scores are monitored on LEDs for the game which is basically simple, but nevertheless has considerable appeal. International sales are being co-ordinated by **Suzanne Elliott** of Elliott International Services in San Jose, California.

Velocity's Joe Keenan (left) with **Suzanne Elliott** of Elliott International, who is handling overseas marketing, programmer and chief engineer **Tom Gilbert**, **Gene Lipkin** and **Steve Lieberman**, an operator-customer, with the new **Tetra IV** game given an hotel suite private showing during the AMOA exhibition in Chicago.

Williams' "SPACE SHUTTLE" . . . New Pinball With Innovations Hit At A.M.O.A. Show



Williams' SPACE SHUTTLE, a sensational pin game with brilliant design and engineering innovations, is a once-in-a-millennium masterpiece that's meeting with tremendous location demand.

The "right stuff" for today's marketplace, **SPACE SHUTTLE**'s proven earnings attest to its incredible play action excitement.

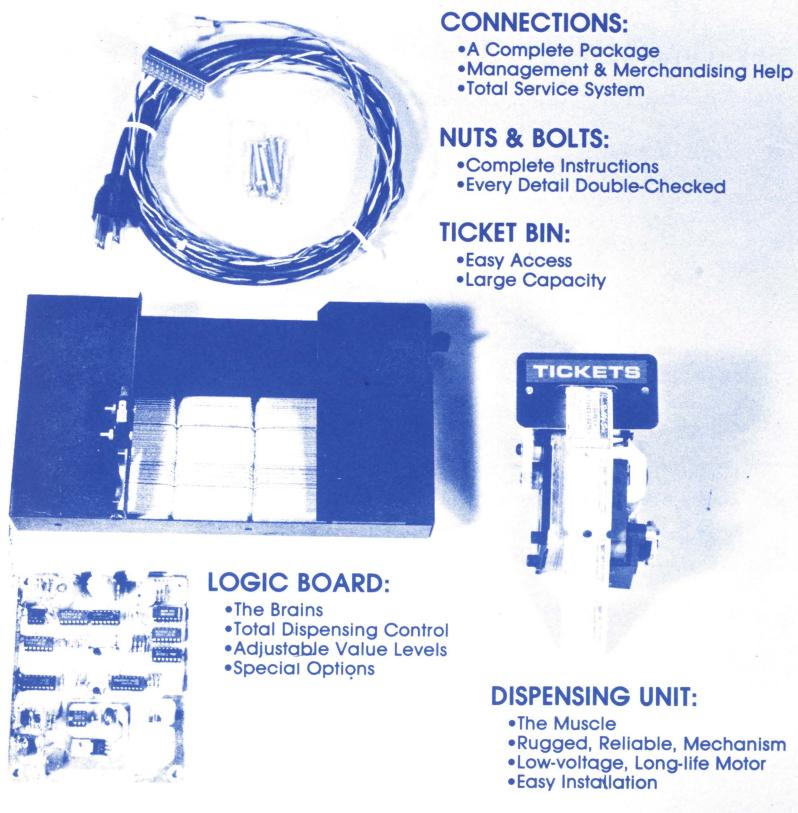
A replica of NASA's space shuttle on the playfield sets the stage as a unique mission control system guides play with verbal commands and readouts.

Two or three ball multi-ball™ where locked balls are carried over from player to player . . . the challenge of making a ramp shot in the time allowed to stop and score™ a rolling backglass value . . . triggering a "heat shield" to prevent draining between the flippers . . . activating an "airlock" to keep the ball in play . . . numbers flashing on the backglass before they lock in position to determine if a match is made for a special when the game is over . . . all combine to make **SPACE SHUTTLE** the one game that's a sure-fire hit!

Any Piece That Takes A Coin Can Now Give A Redeemable Ticket!

**Customers Report 200% - 300% Increase
In Cash Flow!**

With The "Redeemer Ticket Dispenser"



CONNECTIONS:

- A Complete Package
- Management & Merchandising Help
- Total Service System

NUTS & BOLTS:

- Complete Instructions
- Every Detail Double-Checked

TICKET BIN:

- Easy Access
- Large Capacity

LOGIC BOARD:

- The Brains
- Total Dispensing Control
- Adjustable Value Levels
- Special Options

DISPENSING UNIT:

- The Muscle
- Rugged, Reliable, Mechanism
- Low-voltage, Long-life Motor
- Easy Installation

The rollout coincided with the inauguration of a first-of-its-kind catalogue incentive program from the company.

The new microprocessors, which increase the performance power and programmability of The "REDEEMER®", includes "KICK-A-TICKET®", a sensor and signal mechanism that enables target games of any kind to dispense tickets in a variety of ways, and "KASH-A-TICKET®", a similar device designed to allow coin changers, vending machines, etc., to adapt to a ticket dispensing mode.

The new devices enable the owner of any coin-operated machine to dispense tickets and provide an incredible variety of prizes to stimulate cash flow in dramatic ways.

Coin-A-Ticket's Awards Catalogue, called the "Wish Book for Winners", provides prizes of all kinds from the simplest toy to Sailboats and Video Recorders. Winners redeem their tickets directly and their prizes are shipped to them from the Coin-A-Ticket Catalogue Center without any inconvenience to the operator.

An Incentive Program That Works!

"Coin-A-Ticket's new technology allows any game to dispense tickets and it's new catalogue means all those tickets can earn very valuable prizes. it's an incentive program that really works!"

"Our customers report 200-300% increases in revenue in a very short time," said Rick Reinhorn, President of Coin-A-Ticket.

More information on the new technology and the Catalogue Awards Program is available by writing Coin-A-Ticket at 2763 East 4th Avenue, Columbus, Ohio 43219, or calling the company at (614) 252-8878 between 9 and 5 weekdays.

Coin-A-Ticket, Inc., inventors of The "REDEEMER®" high tech ticket dispenser, announced the addition of several new products to the Coin-A-Ticket line of micro-processor-controlled devices.

Taito Selects WICO For National Parts Distribution

WICO Corporation, one of the world's foremost designer, manufacturer and distributor of parts, supplies and accessories for the coin-operated machine industry, has been selected by **TAITO America Corporation** of Elk Grove Village, IL., for exclusive national parts distribution and board repair for all TAITO games.

According to **TAITO president Paul Moriarity**, "We expect this arrangement to further improve the high level of after-sale support our customers have come to expect

for TAITO products. WICO was chosen because of its outstanding reputation with the distributors and operators across the country and its strong service capabilities."

Four months ago, WICO created its own board repair service at its Niles headquarters to support sales of its **CHAMPION BASEBALL I and II** and **REGULUS** conversion kits.

WICO entered the coin-op game market in January 1984 with distribution of Century, Royal and All-American Darters. The company will introduce two in-house manufactured games — **TREASURE COVE**, an electro-mechanical gun game and **AF-TOR**, a pinball game — at the October AMOA Show in Chicago.

Premier Technology Appoints Canadian Distributors For New Pinballs

According to **Gil Pollock**, the move to the new facilities is basically completed except for some last-minute final touches. States Pollock, "We are pleased to announce that we will be shipping product the week of December 17th, and that we will be able to provide our distribution with parts orders the week of December 10th." It has been advised the majority of geographic areas have appointed authorized distributors, with only a few areas remaining to be finalized.

Mr. Pollock (formerly V.P. of Sales for Mylstar) said, "Premier is very fortunate in receiving excellent support from distribution in the form of firm orders. This enables us to start up production with very nice opening orders of **TOUCHDOWN** and **EL DORADO** pinballs."

The two pintables exhibited by Premier Technology at the **A.M.O.A Show** were manufactured by Mylstar.

Touchdown is for the U.S. market as it features an American sport, and **El Dorado**, of which samples have already been sent out, will be marketed internationally with production beginning in January '85. The initial site tests have been very encouraging with excellent results according to **Mr. Pollock**.

If operators have any questions regarding parts or availability of equipment, they can contact Premier

Technology Company at 759 Industrial Drive in Bensenville, Illinois 60106, by phoning 312-350-0400, or by telex at 72-8463, and the company will be happy to direct them to the authorized distributor in their area. Below is a list of all the Canadian companies who have been appointed as authorized distributors for Premier's product (Gottlieb pinball machines):

In Canada

- Laniel Automatic Machine
151 Rockland Road
Montreal, PQ, Canada H3P 2W3
514-731-8571
- Monarch Coin Equipment
889 Wall Street
Winnipeg, Man., Canada R3G 2T9
204-942-3428
- New Way Sales Co.
2050 Kipling Avenue / P.O. Box 5000
Rexdale, Ont., Canada M9W 5L6
416-746-2255
- J. E. Weatherhead Dist., Ltd.
4318 Dawson Street
Burnaby, B.C., Canada V5C 4B6
604-294-8271

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Telex: 05-824587

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7127 - 104 STREET, EDMONTON, ALTA.

PHONES — (403) 437-1120

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• SEGA-GREMLIN • EXIDY • MIDWAY • U.S. BILLIARDS
• ROCK-OLA

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"Space Age"



Centuri's
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Bally's
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